

Music Entrepreneurship 2

Module Information

2022.01, Approved

Summary Information

Module Code	6504IABCMP
Formal Module Title	Music Entrepreneurship 2
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Institute of the Arts Barcelona

Learning Methods

Learning Method Type	Hours
Lecture	75
Seminar	9
Tutorial	2
Workshop	6

Module Offering(s)

Display Name	Location	Start Month	Duration Number	Duration Unit
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SEP-PAR	PAR	September	28 Weeks
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Aims and Outcomes

Aims	The aim of the module is to facilitate a refined understanding of today's international music industry from the perspective on an independent music artist. Through the exploration of current industry business models, artist branding, as well as marketing and promotion strategies related to different territories, genres, potential fan demographics and available revenue streams, this module supports the student's entrepreneurial endeavours for their own music career or for other music projects.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Present a critical knowledge and a practical understanding of a variety of business models related to different territories, genres, potential fan demographics, modes of consumption and revenue streams.
MLO2	2	Interrogate and evaluate different marketing, branding and promotion strategies according to specific territories, genres, potential fan demographics, modes of consumption and revenue streams.
MLO3	3	Undertake independent research and construct comprehensive arguments which are communicated clearly.
MLO4	4	Design a clear, well informed and professional marketing and promotion strategy that responds to the realities of the music industry.

Module Content

Outline Syllabus	This module represents the culmination of the student's study and investigation of the music business, with a specific focus on the diversity and differences within the international music industry. The students explore how different territories and demographics consume music and how to dynamically identify and adapt various business models that take these differences into account. The module covers: • Methods of Production and Distribution • Marketing and Promotion • Modes of Consumption • Genres/Styles • Revenues Streams Identification • Ownership and Control • Professional Behaviour and Communication The module also explores techniques and strategies for branding, marketing and promotion, both at a general level and in the more specific scope of the music industry. Finally, the students are supported in developing a professional marketing, branding and promotions strategy that could focus either on their own career or on a specific area for example, for different artists, a particular label (indie) or music studio /venue.
Module Overview	
Additional Information	The module provides the students with knowledge and attributes to set up and manage their own business or work as an independent contributor to the business models of others.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	50	0	MLO1, MLO2
Presentation	Portfolio	50	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Sherlock	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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