

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: MUSIC ENTREPRENEURSHIP 2
Status: Definitive
Code: **6504IABCMP** (128938)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Institute of the Arts Barcelona

Team	Leader
Andrew Sherlock	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 92
Total Learning Hours: 200 **Private Study:** 108

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	75
Seminar	9
Tutorial	2
Workshop	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	A written analysis of two contrasting music business models (2500 words).	50	
Portfolio	AS2	A branding, marketing and promotion strategy (indicative of 2000 words).	50	

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 endeavors for their own music career or for other music projects.

Learning Outcomes

After completing the module the student should be able to:

- 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.
- 2 Interrogate and evaluate different marketing, branding and promotion strategies according to specific territories, genres, potential fan demographics, modes of consumption and revenue streams.
- 3 Undertake independent research and construct comprehensive arguments which are communicated clearly.
- 4 Design a clear, well informed and professional marketing and promotion strategy that responds to the realities of the music industry.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2		
Portfolio	1	2	3	4

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.

Learning Activities

The module is delivered through lectures exploring the main topic areas. The learning is supported by a series of seminars and workshops led by guest lecturers and music industry professionals. The students are assisted in their personal marketing project through one-to-one tutorials. It is expected that as a level 6 module students will for the most part operate autonomously.

Notes

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.