

Module code: MOD008399	Version: 1 Date Amended: 27/Jul/2021
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1. Module Title
Music Business

2a. Module Leader
Sven-Amin Lembke

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Music Performance, BA (Hons) Music Production, BA (Hons) Music and Sound Production, BSc (Hons) Audio and Music Technology		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The Music Business module will allow you to develop and broaden your entrepreneurial skills within the music industry. You'll be taught by professionals with extensive industry experience, and benefit from visiting speakers who will contribute specialist knowledge.

Today's music industry operates both locally and globally and is evolving rapidly in response to emerging digital technologies and consumer trends. In order to understand the present-day situation and anticipate future developments, you'll be introduced to the history of the industry, with one business model gradually replacing another. You'll learn about intellectual property in the digital age, music copyright, and the fundamentals of music law. You'll learn about marketing and promotional campaigns, investigating how businesses launch and establish a brand, and how they rely on digital marketing data and analytics. You'll also consider music journalism and promotional writing, learning how to tailor your writing to the markets and audiences you intend to reach.

The management of live music events is at the heart of the music industry and brings with it a unique set of challenges, together with the management and development of new musical artists.

6b. Outline Content

- evolution of the music industry locally, nationally, and globally
- the recording industry
- music/video streaming services and their business models
- the 'direct to fan' business model
- A&R and artist management
- label management
- music festivals and live event management
- legal/practical implications of covers and sample clearance
- music copyright in the digital age

- music publishing
 - royalties and publishing deals
 - setting up your own publishing company
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- music in the global marketplace
 - emerging global markets
 - international publishing and licensing
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- music branding and promotion
 - press kits and pitching
 - music journalism

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate understanding of the evolution of the music industry in response to emerging technologies and cultural trends.
2	Knowledge and Understanding	Demonstrate knowledge of the affordances of contemporary technologies in the production, dissemination and promotion of musical artefacts and media.
3	Intellectual, practical, affective and transferrable skills	Identify, access, analyse, evaluate and synthesise information from a range of relevant research sources, and effectively communicate findings in appropriate writing utilising academic referencing.
4	Intellectual, practical, affective and transferrable skills	Create promotional materials, both in writing and multimedia, to suit a variety of different audiences.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	48	1-4	24 x 2hr lecture-seminars
Student managed learning	252	1-4	Independent study
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Written work comprising both music journalism and academic writing (3,000 words in total)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Online portfolio by pairs of students, comprising a business-plan, marketing campaign and other promotional materials (equivalent to 3,000 words)					
<p>In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]</p>					