



APPLIES TO ACADEMIC YEAR 2008/2009

## KLS 2701 Cultural Industry Studies II – The Music Industry

### Program

Bachelor in Arts and Management (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

The recorded music industry is a young industry strongly attached to the genre of popular music. Popular music represent the major part of the industry's turnover. The majors Universal, Warner, SonyBMG and EMI represent about 80 % of the total market for recorded music. The many small and medium-sized record companies are called "indies" and operate differently from the majors. Recorded music has traditionally been distributed via radio and record stores, but the technological development has given the industry new opportunities and challenges. The industry is characterized by poor cultural policy conditions.

### Objective

The aim of the course is to give the students an understanding of how the music industry works, and also to give them the ability to analyze problems in the industry. After completed studies, the students should be able to function as marketeers or leaders in the music industry, or as competent representatives for the industry's collaborators.

### Prerequisites

There are no claims for special requirements.

### Compulsory literature

#### Books:

Dalchow, Jørn. 2004. Hjelp, jeg er i popbransjen!. Oslo: Norsk musikkråd. Utvalgte sider.  
Gripsrud, Jostein, red. 2002. Populærmusikken i kulturpolitikken. Oslo: Norsk kulturråd.  
Utvalgte kapitler

#### Collection of articles:

Audun Molde (red.). 2008. Artikkelsamling KLS 2701 Kulturbransjekunnskap II - Musikk

### Recommended literature

#### Books:

Barrow, Tony and Julian Newby. 1995. Inside the music business. London: Routledge  
Gripsrud, Jostein, red. 2002. Populærmusikken i kulturpolitikken. Oslo: Norsk kulturråd. Det som ikke er oppført under obligatorisk litteratur.  
Gronow, Pekka and Ilpo Saunio. 1998. An international history of the recording industry. London : Cassell  
Kusek, David and Gerd Leonhard. 2005. The future of music: Manifesto for the digital music revolution. Boston: Berklee Press  
Langdalen, Jørgen. 2008. Musikkliv og musikkpolitikk: En utredning om musikkensemblene i Norge. 2. utg. Oslo: Norsk kulturråd  
Shuker, Roy. 2007. Understanding popular music. 3rd ed. London : Routledge  
Wall, Tim. 2003. Studying popular music culture. London: Arnold

### Course outline

Majors – indies  
The role of intellectual property  
The role of the radio

Technological opportunities and challenges  
Sales via retail  
Cultural policy conditions  
The history of the industry  
The record company  
The artist  
Music distribution  
Organisation in the industry

**Computer-based tools**

Computer-based tools are not used in this course.

**Course structure**

The course consists of 36 hours. Parts of the lectures will be talks from representatives from the industry that will give the students insight to how things actually work in the industry. It is recommended to work with the curriculum literature in groups.

**Evaluation**

Individual 2-hour written examination in the middle of the semester - counts 30%. Project paper to be prepared individually or in groups up to three students - counts 70%.

**Evaluation code(s)**

KLS 27011- Individual written examination accounts for 30 % of the grade in KLS 2701 Cultural Industry Studies II - The Music Industry, 6 credits

KLS 27012- Project paper which accounts for 70 % of the grade in KLS 2501 KLS 2701 Cultural Industry Studies II - The Music Industry, 6 credits.

**Aids at the examination**

No aids allowed for the individual written examination

All aids allowed in the project exam.

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course.