



APPLIES TO ACADEMIC YEAR 2009/2010

KLS 2701 Cultural Industry Studies II – The Music Industry

Programme

Bachelor in Arts and Management (2. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 marketers or leaders in the music industry, or as competent representatives for the industry's collaborators.

Prerequisites

There are no claims for special requirements.

Compulsory reading

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 reading

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 musikkensembelene 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.

Examination

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%.

Exam 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.

Examination support materials

No aids allowed for the individual written examination

All aids allowed in the project exam.

Re-sit examination

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

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be taught for the last time autumn 2009. Re-sit exam will be offered every term from autumn 2010 even spring 2012.

Additional information