



APPLIES TO ACADEMIC YEAR 2013/2014

KLS 3636 The Music Industry

Programme

Bachelor of Arts Management (3. year)

Responsible for the course

Audun Molde

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The music industry is dynamically balancing between long-term and rapid change, between intellectual work and technology, between idealism and business, between art and capital. There are both smaller and larger participants in the industry, which has great challenges and a need for change and development. The course will provide an overview of the industry's characteristics and structure from a variety of perspectives and approaches like economics, aesthetics, organization and technology. The course is mainly about popular music.

Learning outcome

Acquired knowledge

Students will acquire knowledge of the music industry's characteristics and organization, and they will be familiar with and understand the industry's various players, models of value creation, framework and history.

Acquired skills

Students will be able to explain the music industry's characteristics and organization. Students will also be able to conduct basic analyses of the music industry's organizational and marketing challenges and develop scenarios.

Reflection

Students will be able to make independent assessments of the music industry from both artistic and commercial perspectives and understand the interaction between different viewpoints and the dilemmas that naturally follow. This requires that the student has developed respect and tolerance for multiple perspectives.

Prerequisites

None

Compulsory reading

Books:

Dalchow, Jørn. 2013. Hjelp, jeg er i popbransjen! Alt du trenger å vite om den norske musikkbransjen. Norsk Musikkråd. 300 sider

Shuker, Roy. 2012. Understanding popular music culture. 4th ed. Routledge

Collection of articles:

Molde, Audun (red.). 2014. Artikkelsamling til Musikkbransjen. Handelshøyskolen BI

Recommended reading

Books:

Blokkhus, Yngve og Audun Molde. 2004. Wow! : populærmusikkens historie. 2. utg. Universitetsforlaget

Gripsrud, Jostein, red. 2002. Populærmusikken i kulturpolitikken. Norsk kulturråd. Utvalgte kapitler

Passman, Donald S. 2013. All you need to know about the music business. 8th ed. Free Press

Aas, Mikkel. 2007. Spilletid : norsk platebransjes historie i 100 år. Macta forlag

Other:

Nettsteder: www.ballade.no (norsk bransjenettsted)

Course outline

- Historical, technological and aesthetic perspectives (Norwegian, British and American music industry)
- Industry structure, characteristics and organizations
- Value chains, the various participants
- Production of popular music: The producer, author/composer, performer, support functions
- Distribution, sale and consumption of popular music: Physical and digital distribution channels, marketing strategies, consumer behaviour
- The record industry and the different business structures
- The concert market
- Management
- Framework related to economy and cultural policy
- The media's role in the music industry
- The music industry's relationships with other industries

Computer-based tools

No specified computer-based tools are required

Learning process and workload

The course includes lectures, case group work and case presentations in class. It will consist of 36 hours of lectures in the course topics, and 9 hours will be used for students' case presentations and discussions of these. The course also includes visits from the music industry.

Activity	Hours
Participation in lectures I - Lectures	36
Participation in lectures II – Case presentations	9
Preparation for lectures/self tuition	85
Casework	30
Examination	40
Total recommended use of hours	200

Use of hours

Examination

One week individual written assignment accounts for 100% of the final grade.

Examination code(s)

KLS 36361 Written assignment accounts for 100% of the final grade in KLS 3636 The Music Industry, 7,5 credits

Examination support materials

All support materials are allowed

Re-sit examination

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

Additional information