KLS 3636 The Music Industry

Programme
Bachelor of Arts Management (3. year)

Responsible for the course
Audun Molde

Department
Department of Communication and Culture

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 property and technology, between idealism and business, between culture and industry. 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. daWorks Books. Utvalgte deler
Shuker, Roy. 2013. Understanding popular music culture. 4th ed. Routledge

Collection of articles:
Molde, Audun (red.). 2016. Artikkelsamling til Musikkbransjen. Handelshøyskolen BI

Recommended reading
Books:
Murphy, Gareth. 2014. Cowboys and Indies : the epic story of the record industry. Thomas Dunne Books. 359 s
Passman, Donald S. 2012. All you need to know about the music business. 8th ed. Free Press

Rutter, Paul. 2011. The Music industry handbook.. Routledge

Other:
Nettsteder: www.ballade.no (norsk bransjenettsted), med flere (linker på itslearning)

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 live market
- Management
- Framework related to economy and cultural policy
- The media's role in the music industry

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 professionals .

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