

Course Title	International Music Management
Term	Semester 1 and 2
Inholland Faculty	Faculty of Creative Business
Course code	
Inholland location	Haarlem
Cycle	First cycle/undergraduate/Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>In this module you will be exploring the roles of the various industry intermediaries by tracking cash flows from consumers to the relevant music right holders. Examples of such intermediaries include: Artist Managers, A&R Managers, Label or Marketing Managers, Music Publishers, Sync Agents, Music Producers, Booking Agents, Tour Managers, Festival Programmers or Legal Consultants. You will acquire new knowledge within the sectors: Recorded Music, Music Publishing and Licensing, Live Performances and Touring, Artist Branding and Music Law. This will help you develop an effective and innovative International Music Business Concept, based on research of an 'in-efficiency' within the music industry. Halfway through the semester you will also practice a professional role of an intermediary by working on real business cases in which you will apply the new acquired knowledge to negotiate a deal. In addition to conducting research projects and reading relevant articles, students enrolled in this module will also have the opportunity to attend creative workshops on Talent Scouting, Music Pitches for tv/online commercials and share knowledge by Presenting Interviews with people from the work field. Besides that, there is the challenge to organize the "Knowledge Experience Day", a network event, where students will present their topics and share knowledge with peer students, teachers, and key persons from the music industry.</p>
Lecturer(s)	Neeltje Mooring, Neeltje.mooring@inholland.nl
Learning outcomes	<p>This module consists of several core tasks. You will learn to master parts of these core tasks that are formulated as the indicators. These parts together are your learning outcomes.</p> <p>At the end of this module you will master the following core tasks and learning outcomes:</p> <p>1. Research The student conducts research on interaction (or other) issues and analyses the research results with a view to their applications.</p> <p>2. Management of value creation (specialization core task) The student recognizes opportunities for value creation and translates them into goals, products, and processes. Coordinates processes to create value according to a realistic timeline and accounts for these to the actors involved.</p> <p>3. Creation The student creates promising (media) concepts, focused on meaning and experience, that fit the (interaction) issue (the content) and the parties involved.</p> <p>4. Marketing The student masters skills that are needed to develop and apply long-term and flexible marketing strategies in a way that creates value perception among consumers or users.</p>

	<p>5. Management of Value Creation</p> <p>The student recognizes opportunities for value creation and translates them into goals, products, and processes. Coordinates processes to create value according to a realistic timeline and accounts for these to the actors involved.</p>
Mode of delivery, planned activities and teaching methods	Face-to-face and online lectures, masterclasses and guest lectures, Coaching sessions in smaller groups.
Prerequisites and co-requisites (if applicable)	Two years of study in a similar study field is advisable.
Recommended or required reading and/or other learning resources/tools	The list of recommended literature is being published at the start of the course and is updated to be state-of-the art and actual.
Assessment methods and criteria	<ul style="list-style-type: none"> • Research report (5 ECTS) • Written exam Music Industry and Copyright Law (10 ECTS) • International Music Business Concept (15 ECTS)