

Course Title	The Music Business
Term	Term 3 & 4
Inholland Faculty	Faculty of Creative Business
Course code	Not applicable
Inholland location	Haarlem
Cycle	first cycle / undergraduate / Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>Everyone with a mobile phone and a good internet connection has access to music 24 hours per day, 7 days per week. Today's consumers are willing to spend more on concert tickets in order to see their favourite acts perform, and the number of music festivals has also grown considerably. Brands are increasingly eager to associate themselves with established artists (e.g. Apple and U2) and more obscure artists find fame through the use of their songs in advertisements. Television formats such as 'Idols', 'The Best Singer-Songwriter' and 'The Voice' are hugely popular and boast unprecedented national and international ratings. Music has also become an integral part of the gaming industry; 'Guitar Hero' or 'Grand Theft Auto' without music is unimaginable. The question is: how does this music actually reach the audience's listening ears?</p> <p>In the module, The Music Business, you will be exploring the roles of the various industry intermediaries by tracking cash flows from consumers to the relevant music rights holders. Examples of such intermediaries include: Artist Manager, A&R Manager, Label or Marketing Manager, Music Publisher, Sync Agent, Music Producer, Booking Agent, Tour Manager, Festival Programmer or Legal Consultant.</p> <p>Your newly acquired knowledge about Recorded Music, Music Publishing and Licensing, Live Performances and Touring, Artist Branding and Music Law will help you develop an effective earning model for today's international music business. Learning is supported by Creative workshops, business trips and guest lectures on the topics of Talent Scouting, Music Pitches and Negotiation Skills.</p>

