

COURSE GUIDE 2019-2020

Course Title	The Music Business
Term	Term 3 & 4
Inholland	Faculty of Creative Business
Faculty	
Course code	Not applicable
Inholland	Haarlem
location	
Cycle	first cycle / undergraduate / Bachelor level
Number of	30
ECTS	
Language of	English
instruction	
Course content	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? 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. 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.



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	Within this module there is a yearly International Exchange included with the
	famous Conservatory Berklee College of Music. Students and teachers of
	Berklee will take part in this minor during 1 week and it gives a selected group of
	10 students from Inholland the opportunity to study 1 week at Berklee College of
	Music in Boston, U.S.
	Music III Bostoff, O.S.
Lecturer(s)	Ms. Neeltje Mooring, neeltje.mooring@inholland.nl
Learning outcomes	 The understanding and application of copyright. The understanding and application of Music Industry terminology. The ability to establish a network / database for a concept / plan with third parties such as; concert promoters, record companies, music publishers, radio, TV, media partners, music venues and the like. The ability to provide a professional presentation of a concept and plan.
	 The ability to formulate the different insights and interests and provide consulting to the different stakeholders involved. The ability to identify and create revenue models on the basis of knowledge and developments in MI. The ability to recognize, analyze and create alternative business solutions.
Mode of	face-to-face learning, group work and individually.
delivery,	
planned	
activities and	
teaching	
methods	
Prerequisites	2 years of studies in a similar study field
and co-	
requisites (if	
applicable)	
Recommended	Liable to change in order to work with state-of the-art course material and
or required	supporting literature. Will be explained at the kick-off of the course.
reading and/or	
other learning	
resources/tools	
Assessment	Music Business Portfolio 14 ETC
methods and	Copyright Law 5 ETC
criteria	Music Business Pitch 3 ETC
	End Presentation 3 ETC
	Academic Skills 5 ETC