

**International Music
Management**

Course guide 2024-2025

Semester	Fall (semester 1)
Inholland location(s)	Haarlem
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
IMM Research Proposal	5	2418IIMM1A
IMM Music Industry & Copyright Law	10	2418IIMM2A
IMM International Music Business Concept	15	2418IIMM3A

Content subjects

In this track you will be exploring the roles of the various industry intermediaries in the music industry. You will acquire new knowledge and skills within the sectors Recorded Music, Music Publishing and Licensing, Live Performances and Touring, Artist Branding and Music Law. This experience will prepare you for a job in the music industry.

You learn what it means to be a professional intermediary in the music industry. Working on real business cases, you will be able to apply the newly acquired knowledge and skills to negotiate a deal.

In addition to conducting research projects and reading relevant articles, you will also have enough opportunities to grow as a professional. For example by attending creative workshops on Talent Scouting or Music Pitches for tv/online commercials and by sharing knowledge by presenting interviews with people from the work field. Additionally, there is the challenge to organise the Knowledge Experience Day: a network event where students present their own creative concepts and share knowledge with peer students, teachers and key parties from the music industry.

The tutors are deeply connected to the professional work field and their international networks will help you explore the music industry and all its aspects. The track includes guest lectures, business trips, attending ADE, or the Popronde.

Learning outcomes

Research

The student conducts research on interaction (or other) issues and analyses the research results with a view to their applications.

Management of value creation

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.

Creation

The student creates promising (media) concepts, focused on meaning and experience, that fit the (interaction) issue (the content) and the parties involved.

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.

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

Two years of study in a similar study field is advisable.

Recommended or required reading and/or other learning recourses/tools

Music blogs, newsletters, articles:

www.musicbizworldwide.com

www.billboard.com

www.billboard.biz

www.musicweek.com

www.musicregistry.com

www.ifpi.org

musicandcopyright.wordpress.com

Recommended:

- The Music Industry: Music in the Cloud, [Patrik Wikström](#) (DMS - Digital Media and Society). Paperback. Second edition, published in 2013 by Publisher Polity Press. Language: English. ISBN 9780745664187.
- Artist Management for The Music Business, Paul Allen. Third edition, published in 2015 by Focal Press. Language: English. ISBN 978-0-415-71022-0.
- Getting to Yes (Negotiating Agreement without giving in), Roger Fisher and William Ury, Bruce Patton Updated and Revised version. Third Edition, published in 2011 by the Penguin Group, ISBN-978-0-14-311875-6.

Assessment methods and criteria

You will pitch your individual research proposal, regarding points of improvement or inefficiency in the music industry. After that you will form teams (based on the topics) to create the International Music Business Concept (IMBC) in a discipline that appeals most to you.

You will then present the completed concept in an oral final presentation at the end-of-track event, organised by you and your fellow students. At the end of this focus track you will deliver a written group report about the IMBC you created.

Halfway through the semester there is an individual oral exam on Music Industry & Copyright Law. This exam is based on lectures and a real business case, in which you will have a professional role, such as Artist Manager, Music Publisher, or Record Label and negotiate about a Licensing Deal.

Lecturer(s)

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