

Course Guide Music Management

Music Management, Minor Music
Marketing and Management,
Commerciële Economie

- Course code: MC-MUSICMAN-17
- Duration: 10 weeks
- Full time
- Academic year: 2019/2020
- Term: B and D
- Variant
- Type of course: Conceptual
- Obligatory
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1. Course description

The music business requires a lot of a manager. The term centipede is certainly justifiable for a music manager of today. So he must have knowledge of various subjects and have affinity with music, marketing, planning, contracts, rights, networks, internet and so on.

This module introduces you to management in the music industry. Imagine You would like to be active as a manager in this industry, what knowledge should you have to have and how to go about the management of an artist?

This minor examines developments in the music industry. Since the Internet around the year zero caused huge uproar in the music business, many trends have come and gone.

What trends are there? Where traditional methods remain proudly stand?

In general you will learn to your convert your own management system.

Organization, planning, vision and strategy are herein keywords. You will learn the dynamic processes within artistic groups to understand and see contracts with record companies and how to release an album. You will need to understand the working practice and translate your knowledge into a goal: the management of a tire. All this using a case study to create a management plan for an existing artist.

2. Course Goals and Learning Objectives

Through the growth of specific management training and education in music management there is an increasing amount of managers working in the music industry with more theoretical knowledge than practical experience. The image of a manager was previously based primarily on the image of a drummer who could not play the drums and therefore became a band manager. The lecturers of this course are trained and have the necessary mileage in the music management profession.

If a golden formula consisted in guiding an artist, it would be very boring. Therefore the course focuses on raising awareness of opportunities and viewpoints. Therefore there will always be room for class discussion.

After completing this course the student is able to distinguish management business and its capabilities to define and apply when creating a management plan. Specifically:

- The student is able to develop a management vision --- -
 - The student can make a realistic plan regarding an album release
 - The student will learn the principles of negotiation
 - The student develops ability to serve group interests and lead, with special attention to the nature of creative people.
 - The student learns the basics of the tour management
 - The student learns the unique selling points of an artist to discover
 - The student understands the different roles and functions in the music industry ---
- Basic skills to write a management report with a sound advice, clear conclusions and a correct summary.

3. Curriculum and Related Courses

This course is a part of the Minor Music Marketing and Management and is related to all the courses of this Minor.

It is an addition, continued and deepening of the courses:

Music Accountancy and Rights, Music Marketing and Music Events Marketing (MM & M). In addition, the preparation for the Music Project and the graduation program.

4. Study Burden

Total study load per student is 140 hours. [5 European credits] The table below indicates the required amount of hours for the student to spend on the course to be able to complete it successfully.

Lectures	28 hours	2 x 120 minutes x 7 weeks = 1680 minutes/60 = 28 hours
Study Theory (books)	50 hours (approx. 7 hours a week)	Chapters from the book(s) see weekly planning
Cases and homework	32 hours	Weekly planning
Write reports	30 hours	
Total	140 Hours	

5. Prerequisites

1. Affinity with cultural sector, especially contemporary pop music;
2. Interest in music industry;
3. Enterprising;
4. Motivated and an independent attitude;
5. Knowledge of marketing is an advantage;

6. Exemption Possibilities

There is no exemption, except if a student is coming from another University of Applied Sciences where a similar course is provided. This will then be taken in consideration and viewed with the Examination committee.

7. Competencies

<p>DC.1 Initiating and creating products and services, independent and enterprising.</p>	<p>Generating creative ideas in response to a problem. Development of concepts on the basis of a creative idea. Convert, along with others, from a concept into a product or a service and provide for the organization of the (to) make it. Shaping and driving, along with others, of a project or company. Making, along with others, a complete plan for an enterprise.</p>
<p>DC 8 Managing a company, a business, or a business project.</p>	<p>Use of a simple conflict situation in a project. Dealing with unexpected events, which processes the project disrupt and respond appropriately with the help of others. Give guidance on results---oriented manner, under guidance or supervision, to a simple business or project. Formulate long---term goals and determine in consultation within the project and timely interim buttons feasibility. Value to estimate the contribution of an employee or member of project and provide feedback to the project.</p>

General competencies:

Social Communicative competence

- Communicates effectively in various ways with different levels.
- Works independently and is result driven together in a multidisciplinary team.
- Can listen to the input of another.
- Has its own contribution.
- Reflects on own behavior.
- Can handle conflicts.
- Can read English literature.
- Can report in accordance with the guidelines.

8. Didactic Forms

- 7 lectures, given by CJ Otten and (if possible) a guest speakers from the music industry;
- 7 seminars in which the substance covered in the lectures is deepened and where the groups can ask questions to the lecturer(s) regarding the elaboration of the cases;

9. Assessment

Sort	Weighting	Minimum Grade
Presentation	20%	5,5
Report	80%	5,5

1. Final report consists of:

- a. Introduction
- b. Set up your own company
 - Name of the company
 - Location
 - Vision statement
 - Strategy
- c. Members (Team)
 - Description of all the team members including their roles
- d. Artists (3)
 - Biographies
 - Sources of income
 - Ambition
- e. Investment plan
 - Cost (Short, mid, long term)
 - Potential Revenues
- f. Management Agreements (3)
 - Verbally explained during the lectures
- g. Individual Essay (1/4 of reporting grade)
- h. Reflection: Tips and Tops on the course
- i. Great lay out and beautiful design (briefing during the lecture)

2. Final Pitch / presentation

- a. Audio visual support of the pitch
- b. Verbal part of the pitch
- c. Presentation Skills
- d. Content and structure
- e.

Resit:

If you have not passed a part of the test, you have to register for the resit. See the prospectus for the registration periods.

The resit examination of the report is adjusted report.

The rematch of the pitch is adjusted pitch based on lecturers feedback. This rematch will take place in the exam week of the next period.

10. Course Material and Literature

Compulsory literature:

Book: All You Need to Know About the Music Business
Author: Donald S. Passman
Edition: 9th Revised

Recommended Reading:

The students will all receive a cd with recommended reading material!

11. Course evaluation

We will look at the STO (student satisfaction surveys) and course evaluations. In addition, a selected group of students will be interviewed with an in---depth interview to gain insight into the needs of students and the potential problems related to the course. This with the aims to constantly improve the course.