

Course Guide Music Marketing

Music Marketing, Minor Music Marketing
and Management, Commerciële
Economie

- Course code: MC---MUSICMAR---17
- Duration: 10 weeks
- Full---time
- Academic year: 2019-2020
- Term: A and C
- Variant
- Type of course: Conceptual
- Obligatory
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1. Course description

The current marketing is peppered with entertainment. In this module you will not only get to know the music marketing, but you will also elaborate on the matter. We will focus on making cases, which will be presented at the end of the module. We will also give attention to the current events and changes within the music industry.

The material in this module is very extensive, because it is aimed at much facets within the specific music marketing and marketing in its generality. The cases we will discuss are built around actual known cases in the current music industry. The participants of the minor (and therefore this course) should be able to develop effective marketing strategies within the complex and dynamic music marketing context.

You will acquire not only the knowledge of the entertainment industry, but the meaning and experience are central to the consumption of services and products of the music industry. We focus in particular on the music industry, where the adjacent sectors and suppliers will also be examined. By making (current) cases in small groups, you will practice your knowledge on the basis of suggested topics (also if available by guest speakers). Knowledge of the "music majors" is deepened and the relationship with the traditional marketing and music marketing is tested and practiced.

2. Course Goals and Learning Objectives

The music industry is increasingly not guided by the feeling, but by trained marketers. If you were to work in this industry, then this until recently meant that (mostly after graduating economy ea.), you still had to gain the most knowledge in practice.

The Minor Music Marketing & Management integrates this knowledge and the skills in the program. By bringing in the marketers from practice in this module as guest speaker the current practice is integrated in the module and always up-to-date. You will work in small groups on case studies picked from practice where increasingly another aspect of the branch is exposed.

The main learning objective is to gain full knowledge of the music industry, its processes and stakeholders and to be able to market and promote music!

After completing this course the student will be able to define and apply the various traditional and new marketing tools when creating a (music) marketing and / or promotional plan.

Specifically:

- The student is able to work in different project groups;
- The students are introduced to entertainment, music marketing, communication, media and marketing tools;
- The student is able to apply the knowledge about music marketing in the professional practice;
- The student is able to present the findings (eg analysis and customer analysis and the resulting conclusions) at professional level;
- The student is able to make and present an operational (music) marketing (communication) plan;
- The student can describe the knowledge, findings and experiences in a report capture, whereby all the requirements regarding the proper reporting are met;
- Develop Basic Skills music marketing;
- To apply basic skills music marketing within the context of a professional product supporting both the initial data and process the conclusions correctly and clearly into an advise report;

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. Besides that it is related to the course Entertainment Marketing (Year 4 Minor SEM);

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 / Seminars / Consults	28 hours	2 x 120 minutes x 7 weeks = 1680 minutes/60 = 28 hours
Study Theory (books)	30 hours (approx. 4 a 5 hours a week)	Chapters from the book(s) see weekly planning
Cases and homework	42 hours	Weekly planning
Write reports prepare pitch	40 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.

<p>DC2 Run, interpreting, testing and evaluating market research. Competency Level 3</p>	<p>-- Formulation, independently, a problem statement and research question from one or more contexts. -- Create, independently and under its own responsibility performing a research plan, including a cost estimate, with justification of the choice of the type examination and the questionnaire. -- Processing of the data according to a pre-established analysis plan, using appropriate statistical techniques for the study using a statistical package. -- Create a report, including graphics, justification of the statistical methods and techniques, draw conclusions and make recommendations</p>
<p>DC 3 Setting for a company of both the strengths and weaknesses based on an analysis of the internal business processes and culture, as part of the value chain, and also the opportunities and threats at the local, national or international market based on relevant national and international trends. Competency Level 3</p>	<p>-- Drafting, independently, a market analysis from a plan or multiple contexts. -- Drawing conclusions, independently, based on available and potential incomplete information and identify conflicts of interest. -- Assessment of strategic options for national and / or international market on the basis of the analysis. -- Reporting and convincing presentation of results and justification of the analysis, including justification of the approach and give an opinion on the follow-up process</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

- 6 a 7 lectures, given by Dagmar Heijmans and (if available) guest speakers from the music industry;
- 5 to 7 seminars/consults 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 case;

9. Assessment

Sort	Weighting	Minimum Grade
Report	80%	5,5
Final Pitch	20%	5,5

1. Assignment FINAL REPORT

Music Marketing, Period A or C, 2019/ 2020

The report should give an overview of your activities during the course Music Marketing. Show us what you have learned so far!

After the groups are formed during the first lecture, together with your assigned group, you will create a marketing plan and a kick ass presentation that will convince the artist to sign to our label!

During the classes you will be instructed about the separate parts of the report and the final pitch/presentation!

GOOD LUCK!

Some useful links:

<https://www.discogs.com/>

Great website for researching more about artists.

<http://www.nvpi.nl/>

Market figures in the music industry.

<http://ifpi.org/>

Facts and Statistics about the music industry.

Caroline.com/about

There are also a lot of useful documents to be found on sharepoint. Read those and use them.

The important one can also be found here:

<http://www.musicindie.com/resources/document-library/489>

9. Assessment

Resit:

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

The rematch of the final assignment / file is a new final report, based on an actual case from the field. 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

Pages:512

Publisher: Penguin Books Ltd

Recommended Reading:

The students will all receive links with recommended reading material (on Sharepoint.hu.nl)!

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.