

Course Guide Project Music Marketing & Management

Project Music Marketing & Management, Minor Music Marketing and Management, Commerciële Economie

- Course code: MC-PROMMM-13
- Duration: 20 weeks
- Full-time
- Academic year: 2019 2020
- Term: A&B and C&D
- Variant
- Type of course: Conceptual
- Obligatory
- Program Leader: Nerko Hadziarapovic
- Author Course Guide: Nerko Hadziarapovic
- e-mail: Nerko.hadziarapovic@hu.nl; tel: 0624566094;
- 25 August 2018

1. Course description

An important part of the Minor Music Marketing & Management is the Project Music Marketing & Management. This project is comprehensive and complementary to the other courses that are offered in the Minor: Music Marketing, Music Management, Music events, Music Marketing and Music Accountancy and Rights. In the Project MMM, students participating in the minor MM & M are expected to implement the acquired theoretical knowledge to the professional practice. The MMM Project is scheduled in period A and B. This program consists of 1 module of 10 ECTS, divided into two periods.

The didactic concept of Project Music Marketing & Management is based on four successive phases: discovery and introduction, practice, application and process.

3. Curriculum and Related Courses

Participants of the Project Music Marketing and Management will be able to acquire and apply knowledge, understanding and skills in the field of Music Marketing (Audience Segmentation, Promotion, etc.), Music Management (organization, planning, vision and strategy are herein keywords), Music Rights (knowledge about the various music) Music and Events (all about setting up and funding a Music Event).

In fourth grade, the students in Project Music Marketing & Management will acquire knowledge of the professional practice of the Dutch (and also international) music industry.

Upon successful completion of the Project MMM, students are expected to be able to and know:

- How to start a company in the Music Industry;
- How to resolve problems in the Music Industry in a Pressure Cooker Environment;
- How to analyze live events;
- Gain experience by visiting concerts and events;
- Work at some of the events or organize own event;
- Conceptualize and present the creative ideas;
- Work together in an international team;
- Show understanding considering cultural differences between countries and team members;

The substance of this project is very extensive, because it is aimed at much as possible facets within music industry. The participants in this Project are able to operate within the complex and dynamic context of music industry, effective marketing and management strategies, which are applicable both in the music world and beyond. After completing this Project the participants will be able to independently gather current information about the industry (from international sources), which is required for the creation of marketing and promotion plans. Also: work together in small groups, divide work and all aspects of control required in this project, including information gathering, write a clear plan on the paper, make a great PowerPoint presentation and present.

Project MMM is given in the fourth year in Term AB and CD. Project MMM is related to the following subjects in the curriculum:

Within the Minor Music Marketing & Management

- Music Marketing
- Music Management
- Accountancy and Music Rights
- Music Events Marketing

Within the program CE

- Marketing
- Communication and Media

4. Study Burden

Total study load per student is 280 hours. [10 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 and consults	40 hours	
Study Theory (books and extra reading material), Watch relevant video content, listen to relevant audio content	60 hours (approx. 3,5 hours a week)	
Cases and homework (including visiting 6 concerts)	120 hours	Weekly planning
Write reports	60 hours	
Total	280 Hours	10 ECT's

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 5 Drafting, implementing and revising plans from the marketing policy</p>	<ul style="list-style-type: none"> • Analyze, together with others, the changes for all functional areas of the organization, assuming a global marketing problem. • Develop, prepare, under construction and execution of a plan (for communication, purchase and / or sale, distribution, organization) based on a <u>given marketing policy</u>.
<p>DC 4 Develop marketing strategy for a national or international company and underpin and substantiate the choices made.</p>	<ul style="list-style-type: none"> • Identification of a number of options based on a self--directed analysis commissioned by an external client. • Prioritise options can be discussed with the client. • Investigating the haalbaarheidvan these options. • Develop marketing objectives or adjusting existing objectives for the medium or long term. • Design a marketing plan for achieving these objectives, including the marketing nstruments

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.

Contact

Within Project Music Marketing and Management, there are three different forms:

- Instruction Lectures / Guest Lecture Seminars
- Group work
- (Facultative) Consults

Lectures

The first lecture begins with an explanation of the intent of Project MMM, followed by a part of the theoretical framework with practical examples and explanations to the decision of the project case and the week assignment.

The guest lectures (depending on availability of Guest Lecturers) will always be based on experience and knowhow of the speaker. We will try to be as actual as possible.

Seminar

The seminars are about learning, practicing and applying skills necessary to function correctly in the music industry!

Weekly Assignments

During each lecture, a new week assignment, usually in teams but in some cases individually, must be worked out.

Coaching

During the coaching sessions the following will be discussed:

- Reporting on the study tasks of the week
 - Reporting on project tasks of the week
 - The progress of the project, roles, cooperation and compliance with appointments.

All coaching sessions should be well prepared and you are judged on active participation during the meeting. In principle there is a (facultative) weekly coaching session. During the coaching session is monitored how far you are with the various tasks and you will get your feedback. The coaching sessions are supervised by the coach.

9. Assessment

Active participation (obliged)

- Attendance at lectures, seminars and coaching (80%, representing comes in 6 out of 7)
- Active participation in group process and during coaching

Written and oral communication skills

- Oral: reporting during coaching
- Written: reporting of weekly assignments and interim reports project case

Active participation in activities (14 times in period A and B)

- Portfolio is 80% of the final grade
- Presentation about it 20% of the final grade

Summary of Deliverables:

1. Individual Portfolio (100%)

- All the individual assignments / Challenges (see overview)
- Music Marketing Report
- Music Management Report
- Accountancy and Rights Report
- Music Events Report
- All the group assignments included

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: Latest available

Recommended Reading:

The students will all receive extra recommended reading material on canvas!

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.

Assignment Start your own Business Project SEM

Project Music

Semester 1 or 3, 2019 2020

Lecturer: Nerko Hadziarapovic

Start Your Own Business Team Assignment

PART 1: Report

Teams must submit a Business Proposal to the Instructor by the date specified on the Lecture Schedule. The Assignment must be submitted to the Digital Drop Box by January 7th 2020!

The final presentations will be in the first week of January 2020!

The Business Proposal shall at least contain the following:

- **Team Members' Names, Student numbers, Course, Lecturers name;**
- **Management or Executive Summary**

Each business plan contains an executive summary first chapter. This is a summary of a maximum of two pages of the total business plan, intended as an introduction of your entire proposition. Each investor is the first to read the summary of your plan in which the most important points are explained. The most important pillars are coming usually back in your elevator pitch for the investor. The summary is the business card of your plan. Concentrate primarily on briefly and concisely describing the potential of the market, the (potential) customers, the competition analysis, the financial picture, the team's capacities and the attractive exit strategy. Also mention any persuasion points: an intellectual property, a cooperation agreement with a strategic partner or a letter of intent from a potential customer.

- **Index**
- **Introduction**
- **Business Idea including Complete description of products or services;**

Give a brief explanation of the product or service that your company offers. Make it clear that your business idea fills a need in the market. Also mention any patents on your product or service, because it allows you to see your competitive advantage. Remember that investors are usually not waiting for extensive technical treatises about your product. They especially want to read why customers are waiting for your product or service.

- You may Use Value Proposition Design model to be found here: [LINK](#)
- Output is for example: The value proposition Sentence

For (target customer) who (need statement), the (product/brand name) is a (product category) that (key benefit statement/compelling reason to buy). Unlike (primary competitor alternatives), (product/brand name) (primary differentiation statement).

You can also use this model to define your value proposition:

- **Market:** for which market is the value proposition being created?

- Value experience or **customer experience**: what does the market value most? The effectiveness of the value proposition depends on gathering real customer, prospect or employee feedback.
- Offering: which products or services are being offered?
- Benefits: what are the benefits the market will derive from the product or service?
- Alternatives and differentiation: what alternative options does the market have to the product or service?
- Proof: what evidence is there to substantiate your value proposition?
- **Company**

Describe briefly the history of your company and state the successes that your company may already have achieved. But show especially what your mission is. What is your revenue model? How can your investor earn money from your product or service?

- Please use Business Model Canvas model to be found here: [LINK](#)

DEADLINE for this part is week 3 of the term b. And the update presentations about this part will be in the same week. (Every group gets maximum of 3 minutes pitch and 7 minutes Q&A)

- **Market Analysis**

The growth potential of the market in which you operate becomes clear in this part of your business plan. This shows that you have seen the market, know the trends and developments and know what is required to make your company a success story. Note that you have a realistic picture of the growth potential.

- **Target Audience / Customers**

Who are your customers, what are their characteristics, what do they need, why do they make their purchases and what is their purchasing pattern? Is your idea new, original and groundbreaking? Although that sounds like a success formula, it can also deter some investors. It costs a lot of money to create a market for this, to inform customers about how the concept works and why they need it. Sometimes it pays off not to be the first with a novelty. Allow competitors the cost of breaking open the market and product introduction but take care of it, so that you can come up with an improved version in an existing, growing market. You show an investor that you know your customers in the consumer or business market, that you understand their considerations in their purchasing process and know the demographics of the customers. Also include letters of intent signed by potential customers.

- **Competition**

Provide an overview of companies offering similar products or services or those in a comparable customer needs. Show that you know your competitors, describe their strengths and weaknesses and show that you do not underestimate them. Explain why you are distinctive and describe the entry barriers for new competitors.

- Who are the primary competitors?
- Why?
- Who are the secondary competitors?
- Why?

- What is your [Unique Selling Proposition](#)?
- Please use [Positioning Matrix](#) as outcome / output!
- **Team**

Who are the people in the essential places within the organization, which responsibilities do they carry and what are their abilities? Describe the background of each person, experience and competencies. Also be honest to mention which skills you miss within your company and how you will fill this gap.

- Who are the team members?
- What are your individual strengths and weaknesses?
- What are your team Strengths and Weaknesses?
- What is Unique about the team?
- Why are you the right team to succeed?
- Please use Self-Assessment theoretical model;
- **Communication and sales plan (Sales methods Advertising methods)**
 - Short about the companies Mission, Vision and Values (Ashridge model or Brand Key Model or The golden Circle Model)
 - Target group and segments description;
 - What instruments?
 - What Media?
 - What is your great idea ei concept (campaign or visual presentation p.e. moodboard)
 - Content?
 - Budget and planning
 - Evaluation?
- **Conclusion and recommendations**
- **Pitch Deck**
 - Like [AIRBNB](#) shown during class
- **Reporting**
 - Correct (style, spelling, grammar) and clear English, succinctly formulated, correct care
 - Nice layout

DEADLINE for this part is week 5 of term B. Please upload progress on the drive. And the update presentations about this part will be on in the same week (Every group gets maximum of 3 minutes pitch and 7 minutes Q&A)

The business must be focused on Agency in the field of Music. There are 5 different companies in the Project. Each student must choose one and there must be 5 companies in different fields:

1. Music Label
2. Music Publisher
3. Management Agency
4. Bookings Agency
5. Music Creative Agency (Synchs, Brand-partnerships etcetera)

When decided who will work in which company, as the group, you must create and write an implementation plan, containing the following:

1. Music Label
 - a. Make a longlist of 5 yet unsigned artists, who you would like to sign;
 - b. Choose your top artist;
 - c. Create a contract attractive for you as a label but also for the artist; Artist must agree to sign this contract with you! Test this contract with the artist and adjust where and if needed;
 - d. Create a plan in order to generate 10.000 euro (before May 31st 2020) turnover with your chosen artist
 - e. Make sure to make money only with stuff that label does (Sales, distribution and promotion);
 - f. Make sure to invite a guest lecturer for the seminar day (tba)! This person must be a professional working at a label!
2. Music Publisher
 - a. Make a longlist of 5 yet unsigned artists, who you would like to sign;
 - b. Choose your top artist;
 - c. Create a contract attractive for you as a publisher but also for the artist; Artist must agree to sign this contract with you! Test this contract with the artist and adjust where and if needed;
 - d. Create a plan in order to generate 10.000 euro (before May 31st 2020) turnover with your chosen artist;
 - e. Make sure to make money only with stuff that a publisher actively does (exploitation of the music rights);
 - f. Make sure to invite a guest lecturer for the seminar day (TBA)! This person must be a professional working in a publishing company!
3. Management Agency
 - a. Make a longlist of 5 yet unsigned artists, who you would like to sign;
 - b. Choose your top artist;
 - c. Create a contract attractive for you as a manager but also for the artist; Artist must agree to sign this contract with you! Test this contract with the artist and adjust where and if needed;
 - d. Create a plan in order to generate 10.000 euro (before May 31st 2020) turnover with your chosen artist;
 - e. Make sure to make money only with stuff that a manager actively does (make deals with other companies and such: cj WILL EXPLAIN DURING THE U IN TERM B);
 - f. Make sure to invite a guest lecturer for the seminar day (TBA)! This person must be a professional working in a MUSIC MANAGEMENT company!
4. Bookings Agency
 - a. Make a longlist of 5 yet unsigned artists, who you would like to sign;
 - b. Choose your top artist;
 - c. Create a contract attractive for you as a booker but also for the artist; Artist must agree to sign this contract with you! Test this contract with the artist and adjust where and if needed;
 - d. Create a plan in order to generate 10.000 euro (before May 31st 2020) turnover with your chosen artist;
 - e. Make sure to make money only with stuff that a booker actively does (book shows and tours);

- f. Make sure to invite a guest lecturer for the seminar day (TBA)! This person must be a professional working in a booking company!
5. Music Creative Agency (Syncs, Brand-partnerships etcetera)
 - a. Make a longlist of 5 yet unsigned artists, who you would like to sign;
 - b. Choose your top artist;
 - c. Create a contract attractive for you as a company but also for the artists / or company representing the artist; The artist or The companies representing the artist must agree to sign this contract with you! Test this contract with the artist or the company and adjust where and if needed;
 - d. Create a plan in order to generate 10.000 euro (before May 31st 2020) turnover for the artists;
 - e. Make sure to make money only with stuff that a creative agency actively does (brand partnership(s));
 - f. Make sure to invite a guest lecturer for the seminar day (TBA)! This person must be a professional working in a music creative agency company!

Deadline for this part and the final (practice) update pitch about this part will be in week 7 of term B (Every group gets maximum of 3 minutes pitch and 7 minutes Q&A)

The final report (see course guide guidelines) includes at least the following:

- Name and student number
- Class
- Date and place
- Name concerning teacher
- Cover sheet title
- Preface
- Management Summary (max 1 A4)
- Page numbers
- References

DEADLINE FOR THE FINAL REPORT AND THE INDIVIDUAL PORTFOLIO IS week 7 term B on the drive!

PART 2: FINAL PRESENTATION

At the end of the term D on teams shall make a 5 to 7 minute class presentation!

The grading criteria for the Presentations are:

CONTENT

PRESENTING SKILLS

AUDIO/VISUAL SUPPORT (Powerpoint or such)

WHAT	GRADE	RELATIVE VALUE
Management or Executive Summary		0% (but must be sufficient)
Business Idea including Complete description of products or services;		10%
Company		10%
Market Analysis		10%
Target Audience / Customers		10%
Competition		10%
Team		5%
Communication and sales plan ei Sales methods Advertising methods		10%
Conclusion and recommendations		5%
Planning and budget		5%
Pitch Deck		nvt
Reporting		5%
Implementation plan		20%
Totaal		100%

Individual Portfolio should contain the following elements:

1. Front page with your name and the student number
2. Introduction about yourself and what you have learned from the Minor Music Marketing and management (minimum 1 and maximum 3 A4)

3. 6 Blogs about the concerts or festivals you have visited in the past 12 months. Write 6 blogs between 300 and 500 words per blog about the shows related to Music Industry Theory (Events, Marketing, Management, Experience, Ticket Pricing and such). Please include hyperlinks, videos or pictures to make your blog professional.
4. The report for the Project Start your own business;
5. The four reports you created with the groups: Music Events, Music Marketing, Music Management, Music Accountancy and Rights (PPT's as appendix)
6. List of all minor participants and teachers including their name, email, phonenumber, social media links and if needed pictures;
7. Reflection report on ADE workweek; Minimum 2 A4 maximum 5 A4 (excluding pictures);
8. All the weekly assignments (sometimes Ad Hoc - depending on the needs from the working field);