MMCC2090

The Music Business

Session 2, Weekday attendance, North Ryde 2020

Department of Media, Music, Communication and Cultural Studies

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Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and ot her small group learning activities on campus for the second half-year, while keeping an online ver sion available for those students unable to return or those who choose to continue their studies onli ne.

To check the availability of face-to-face and onlin e activities for your unit, please go to timetable vi ewer. To check detailed information on unit asses sments visit your unit's iLearn space or consult yo ur unit convenor.

General Information

Unit convenor and teaching staff
Convenor
Sarah Keith
sarah.keith@mq.edu.au
Contact via E-mail
10HA251
By appointment

Justine Martin
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Credit points
10

Prerequisites
40cp at 1000 level or above

Corequisites

Co-badged status

Unit description
In this unit students apply music industry theory to a range of real life situations. They create and market an artist's image, organise and promote a live gig, and learn how to plot a musician's career path. This course provides a holistic outline of the music industry: it considers all five income stream groups (record sales, live performance, song publishing, merchandise and sponsorship) in relation to artists' and industry practitioners' careers. The artist manager is the only other individual, besides the artist, who gets to see and touch all the jigsaw puzzle pieces that fit together to create the artist's career. This course therefore focuses on artist management in order to provide a comprehensive overview of the different facets that constitute the industry.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: analyse industry practices and historical contexts in order to discover new

knowledge concerning the music business.

ULO2: collaborate with other students in order to evaluate, contrast and defend personal judgements concerning the music business.

ULO3: interpret and evaluate various music business contracts in order to design contractual relationships between artists and other parties, including (but not limited to) artist managers, agents, producers, record companies, and song publishing companies.

ULO4: apply professional and personal judgment and initiative regarding the complexity, ambiguity and diversity that is generated by the changing music business environment.

General Assessment Information

Late submissions

Unless a Special Consideration request has been submitted and approved:

(a) a penalty for lateness will apply - two (2) marks out of 100 will be deducted per day for assignments submitted after the due date; and

(b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline.

No late submissions will be accepted for timed assessments — e.g. quizzes, online tests.

Assessment Tasks

Name	Weighting	Hurdle	Due
Case study	30%	No	Week 7
Marketing plan and presentation	45%	No	Week 13
Active iLearn engagement	25%	No	Weekly throughout session

Case study

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 30 hours
Due: **Week 7**
Weighting: **30%**

Students will research and analyse the business strategies of an artist of their choice.

Refer to iLearn for further information.

On successful completion you will be able to:

- analyse industry practices and historical contexts in order to discover new knowledge

concerning the music business.
- apply professional and personal judgment and initiative regarding the complexity, ambiguity and diversity that is generated by the changing music business environment.

Marketing plan and presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 45 hours
Due: **Week 13**
Weighting: **45%**

Students will present a marketing plan for the release of a musical product into the marketplace. A written overview/summary of the marketing plan will also be submitted.

Refer to iLearn for further information.

On successful completion you will be able to:
- analyse industry practices and historical contexts in order to discover new knowledge concerning the music business.
- interpret and evaluate various music business contracts in order to design contractual relationships between artists and other parties, including (but not limited to) artist managers, agents, producers, record companies, and song publishing companies.
- apply professional and personal judgment and initiative regarding the complexity, ambiguity and diversity that is generated by the changing music business environment.

Active iLearn engagement

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 25 hours
Due: **Weekly throughout session**
Weighting: **25%**

Students will contribute to the iLearn forum to discuss weekly topics and to critique the ideas contained in the readings.

Refer to iLearn for further information.

On successful completion you will be able to:
- collaborate with other students in order to evaluate, contrast and defend personal judgements concerning the music business.
- apply professional and personal judgment and initiative regarding the complexity, ambiguity and diversity that is generated by the changing music business environment.

[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Lectures (recorded/online) start in Week 1. Tutorials (on-campus) start in Week 2.

Lectures: Students are expected to watch and take notes for all lectures in this unit. Lectures are not optional: they are a central component of meeting the learning outcomes in this unit, and deliver important content that is directly assessed. Students who elect to not attend/watch lectures will miss out on important unit content, and do so at their own risk.

Tutorials: Students are expected to attend all tutorials for this unit. Tutorials are not optional: they deliver important content and are a central component of meeting the learning outcomes in this unit. Tutorials provide an environment where students can discuss ideas and learn from each other, building important networks and group work skills. Students who do not attend tutorials will miss out on important unit content and learning activities, and do so at their own risk. Finally, tutorial attendance/participation is required for the Active iLearn engagement (25%) assessment.

If students do not wish to (or cannot) attend tutorials, they should enrol in the External offering of this unit which has no attendance requirement.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Students seeking more policy resources can visit the Student Policy Gateway (https://students.m

q.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Changes since First Published

Date	Description
29/07/2020	Tutorial requirement amended