



# MMCC2090

## The Music Business

Session 2, Fully online/virtual 2020

*Department of Media, Music, Communication and Cultural Studies*

### Contents

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|   |   |
|---|---|
| <a href="#"><u>General Information</u></a>            | 2 |
| <a href="#"><u>Learning Outcomes</u></a>              | 2 |
| <a href="#"><u>General Assessment Information</u></a> | 3 |
| <a href="#"><u>Assessment Tasks</u></a>               | 3 |
| <a href="#"><u>Delivery and Resources</u></a>         | 5 |
| <a href="#"><u>Policies and Procedures</u></a>        | 5 |
| <a href="#"><u>Changes since First Published</u></a>  | 7 |

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Convenor

Sarah Keith

[sarah.keith@mq.edu.au](mailto:sarah.keith@mq.edu.au)

Contact via E-mail

10HA 251

By appointment

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                       |
|---|-----------|--------|---------------------------|
| <a href="#">Case study</a>                      | 30%       | No     | Week 7                    |
| <a href="#">Marketing plan and presentation</a> | 45%       | No     | Week 13                   |
| <a href="#">Active iLearn engagement</a>        | 25%       | No     | Weekly throughout session |

### Case study

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 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.

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<sup>1</sup> 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.

<sup>2</sup> 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 start in Week 1 and will be available online. See iLearn for further details.

The weekly lecture will be recorded and made available at the time that lecture is scheduled in iLearn. Students are expected to watch all lectures. 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.

There are *no* synchronous tutorials for students enrolled in the External offering of this unit. External students are expected to engage in weekly iLearn discussions, starting in Week 1. Students are required to contribute in a timely manner. Participation in these discussions constitute Active iLearn engagement (25%). Discussion topics and/or questions will be provided.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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 \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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](mailto: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](mailto: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/](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             |
|------------|-------------------------|
| 12/07/2020 | Fixed unit code mistake |