



MMCC2090

The Music Business

Session 2, Fully online/virtual 2021

Department of Media, Communications, Creative Arts, Language and Literature

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Disclaimer

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Convenor

Sarah Keith

sarah.keith@mq.edu.au

Contact via By e-mail

10HA 165G

Friday 10-12

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: evaluate relationships and contracts between artists and other parties, including (but not limited to) artist managers, agents, producers, record companies, and music publishers.

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

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSIGNMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.

To be very clear: unless you have applied for Special Consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example:

- If you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment.

These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

Special Consideration

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply:

<https://students.mq.edu.au/study/assessment-exams/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Active iLearn engagement	25%	No	11:59 AM Friday, weekly

Name	Weighting	Hurdle	Due
Case study	30%	No	23:59 12/9/2021
Marketing plan and presentation	45%	No	17:00 5/11/2021

Active iLearn engagement

Assessment Type **1**: Participatory task

Indicative Time on Task **2**: 25 hours

Due: **11:59 AM Friday, weekly**

Weighting: **25%**

Students will respond to to the iLearn forum, exploring weekly topics, applying relevant ideas, and engaging with 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.

Case study

Assessment Type **1**: Case study/analysis

Indicative Time on Task **2**: 30 hours

Due: **23:59 12/9/2021**

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: **17:00 5/11/2021**

Weighting: **45%**

Students will present a marketing plan for the release of a musical product into the marketplace. A written 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.
- evaluate relationships and contracts between artists and other parties, including (but not limited to) artist managers, agents, producers, record companies, and music publishers.
- 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 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. Instead, external students are required to engage in weekly activities provided on iLearn, starting in Week 1. Completion of these activities constitutes Active iLearn engagement (25%).

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.