

Music Marketing and Management @ HU 2024/2025

For whom

Are you a driven, globally-minded student with a deep passion for music, artists, and the business side of the music industry? Then you are the perfect candidate for our Minor Program in Music Marketing and Management at the University of Applied Sciences Utrecht, the Netherlands (Hogeschool Utrecht)!

Crafted in collaboration with industry experts, this program is specifically designed to equip you with the skills and knowledge needed for (junior) roles in music business companies. Our program has a proven track record of success, with past students securing internships and trainee positions at companies such as Universal Music, Double V bookings, Buma Stemra, Warner Music, CTM Publishing, Downton Publishing, Peer Music, AMP.Amsterdam, Cloud 9, and Armada Music, among others.

This is more than just a minor; it's a gateway to a vibrant and exciting career in the music industry.

Admission

For admission into this program, having a background in introductory marketing and/or communication courses is beneficial but not mandatory. Additionally, proficiency in English at the CEFR level B2 is required. Rest assured, all essential theoretical foundations will be thoroughly covered and tailored to your needs at the program's kickoff and throughout the lectures. Part-time students are also welcome to join this minor. For more information and to discuss your specific circumstances, please contact the minor's representative.

Content

Upon successful completion of the minor program, students will have gained a comprehensive array of skills and knowledge, positioning them for exciting opportunities in the music business industry. This program is tailored to equip you with practical insights and hands-on experience, ensuring that you are well-prepared for the dynamic and evolving world of music business. Whether you aspire to innovate in music marketing, excel in music rights management, or launch your own music-related venture, this minor provides the foundational expertise and industry connections you need to turn your passion into a thriving career. By enrolling in our minor program participants take the first step towards making a significant impact in the music business landscape.

Learning objectives

Upon completion of the minor program, students and participants will be capable of, among other things:

1. **Analyze:**
 - Critically examine case studies of successful music business models to identify key factors that contribute to commercial success and sustainability.
 - Analyze the impact of digital media on music marketing and distribution, comparing traditional and modern strategies.
2. **Evaluate:**

- Appraise the ethical implications of various music rights management scenarios using the principles of copyright law.
 - Evaluate the effectiveness of different music promotion techniques in reaching and engaging target audiences.
3. **Create:**
 - Develop a comprehensive business plan for a (start-up) label or music-related enterprise, incorporating market analysis, financial planning, and strategic marketing.
 - Design a marketing campaign for a music release, integrating digital and traditional media, and based on consumer insights.
 4. **Apply**
 - Apply knowledge of music publishing and rights management to simulate contract negotiations and royalty distribution scenarios.
 - Utilize statistical tools to interpret market data and forecast music industry trends.
 5. **Synthesize**
 - Synthesize various elements to propose innovative approaches to music business challenges.
 - Combine theoretical knowledge with practical skills to produce a portfolio of music business projects, including event planning, artist management, music copyright and artist branding, promotion and marketing.

These objectives will ensure that students are engaging in activities that promote critical thinking, problem-solving, and creativity—all of which are crucial skills for success in the music business industry.

Courses

The program spans one semester and includes the following courses:

Course title	ECTS
Music Marketing and Management (MMM) 1.0	15
Music Marketing and Management (MMM) 2.0	15

Please be aware that the program is designed as a cohesive package of courses/subjects and is typically intended to be completed in that format. Combining multiple programs within a single period is not feasible.

Assessment

- *MMM 1.0 – Mid Term Individual Portfolio assessment*
- *MMM 2.0 – Final Individual Portfolio assessment*

In our Minor Program, student evaluations are centered around individual portfolio assessments. Over the 20-week program, you will create and maintain a personal portfolio website. This online portfolio will be a comprehensive showcase of all your work completed during the program, including but not limited to:

- Learning objectives and evidence of your learning journey.
- A variety of content and documents created by you.
- Videos, presentations, and podcasts you've produced.
- Chapters from books you've contributed to and reflective reports.

This portfolio will serve as a living document of your progress, encapsulating the knowledge and skills you've acquired. Our program is structured to support formative evaluations, promoting iterative

learning and encouraging your growth towards independent work in complex environments. This approach is designed to prepare you for a successful professional career.

We will conduct two individual assessments: a mid-term assessment and a final assessment. These assessments will utilize your portfolio as a primary resource, providing tangible proof of your learning and development. Through this process, we aim to engage you in reflective practices, allowing you to critically analyze your work in relation to the learning objectives set at the program's outset.

This portfolio-based evaluation is not just an assessment tool; it's an opportunity for you to build a professional body of work that demonstrates your capabilities and growth, making it a valuable asset for your future career endeavors.

Literature

The literature to be covered during the minor is outlined below. A finalized reading list will be provided prior to the commencement of the minor.

- Mandatory: “*All you need to know about the Music Business*”, 11th Edition, Donald S. Passman, Publisher: Simon & Schuster, 2023
- Mandatory: Bargfrede, A. (2017). *Music law in the digital age: copyright essentials for today's music business*. Hal Leonard Corporation.
- Recommended: “*The Live Music Business Management and Production of Concerts and Festivals*”, Author: Andy Reynolds, 3rd Edition, 2022, Routledge

Schedule

This minor program takes place in both autumn (September until January) and spring (February until July).

The schedule and teaching days for the program have not been finalized. While the exact days for mandatory in-person attendance are yet to be determined, it is established that there will be two full days each week dedicated to physical classroom interaction. Additionally, students are expected to engage weekly with their coaches and critical friends (in an online setting). Furthermore, students are required to complete two volunteer shifts at the Amsterdam Dance Event in October and attend the Eurosonic Noorderslag Conference in January. There is also a possibility of participating in an international trip lasting 3 to 5 days.

Additional costs

N/A