

Module	The Music Industry
Course code	BAMPH-TMI
Credits	5
Allocation of marks	60% Continuous Assessment
	40% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

- i. Identify and describe the structures of the music industry in Ireland and internationally, particularly the impact of the major recording companies.
- ii. Present an informed argument relating to legal aspects such as intellectual property, copyrights, control of musical content, royalties.
- iii. Demonstrate a detailed knowledge of the performance sector and touring, including promotion and management.
- iv. Recognise and outline industry jobs and roles, including independent production, labels and self-management.
- v. Use appropriate software to design and build a live promotional web site with a design tailored to the learner's creative output.
- vi. Implement and manage online retail of digital audio products.

Module Objectives

The objective of the module is to give learners a broader understanding of the music industry within which to contextualise their own role and contribution. The module presents the many various roles and structures within the industry outlining their contribution and influence, addressing the commercial and regulatory environment. It further seeks to broaden their understanding and appreciation of the wider cultural and social environment within which music is mediated and consumed.

This module includes the necessary web design content to enable completion of Module 8: ePortfolio and Online Promotion

Module Curriculum

Music Industry structures

- The record labels, Ireland and internationally
- Musical genres in the commercial environment
- The importance of distribution
- The changing retail environment
- The hardware makers
- Touring and promotion
- The regulators and Industry associations

The musical product life cycle

- Composition to recording a first album
- Selecting producers

- Signing to a label, common deal structures
- Royalties, publishing, artists rights
- Touring

Managers and promoters

- What do they do and don't do
- Finding the right representatives
- Developing your product image
- Airplay, visibility and publicity

Independent labels and self-publishing

- Setting up your own record label
- Self-management and representation
- Intellectual property and ethics in the music sector
- Tax compliance

Digital technologies and the music industry

- The impact of MP3 technology and file sharing
- Social media and the musical artist.
- Selling music online
- Music catalogues and audio databases
- Search engine optimisation
- Internet structure and payment collection services

Industry Roles

- Occupations and skills in the music industry, from composer to roadie

Web design and management

- Planning and designing a website
- Graphic design for the Web
- User interface design and functionality
- Embedding images, audio and video
- Integration of social networks and blogs
- File transfer protocol and account management

Digital communication

- Digital communication systems
- Use and integration of social networks and blogs
- Guerrilla and viral promotion strategies
- Ethical issues in relation to online communication