

MUSI3442: Engaging in the Music Industry

Newcastle City Precinct

Semester 2 - 2023



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description

This course engages students in the music industry through authentic experiences and projects that prepare them for prospective careers in music. Current digital platforms are discussed with a particular focus on new digital business models, international markets, music streaming and social media. Exploring project pitches and the production process, students will adopt the roles of manager, agent and promoter.

Student projects may include but are not limited to: theoretical explorations and reviews; speculative design practices; professionally oriented projects; work-integrated learning and research-integrated learning opportunities; group / collaborative projects; external stakeholder based projects.

Requisites

This course replaces MUSI1442. If you have successfully completed MUSI1442 you cannot enrol in this course

Contact Hours

Newcastle City Precinct

Lecture

Face to Face On Campus

1 hour(s) per Week for 8 Weeks starting Week 1

Seminar

Face to Face On Campus

2 hour(s) per Week for 5 Weeks starting Week 9

Tutorial

Face to Face On Campus

1 hour(s) per Week for 8 Weeks starting Week 1

Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

www.newcastle.edu.au

CRICOS Provider 00109J

CONTACTS

Course Coordinator	Newcastle City Precinct Ms Sue Carson Susan.Carson@newcastle.edu.au (02) 4921 8942 Consultation: Via email or appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	<ul style="list-style-type: none">• Disruptive innovation techniques• Fan behaviour• Music management• Pitching and project development• Budgeting and marketing
Course Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Evaluate strategies for marketing and developing audiences2. Develop a music industry project proposal from creation to completion3. Proficiently navigate the digital platforms relevant to the music industry to promote their area of creative practice
Course Materials	See Canvas

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	18 Jul	Lecture: What is the Music Industry?	Research activity: Music Industry roles, supporting sectors and roles Group formation	
2	25 Jul	Lecture: Current Music Industry Issues	Discussion: Equity, Accessibility and Diversity in the Australian Music Industry	
3	1 Aug	Lecture: The Working Musician	Reflection Activity: Career Pathways	
4	8 Aug	Lecture: Commissions, Creative Briefs and pitching your work	Bio Writing Activity	
5	15 Aug	Lecture: Music Fans	Profiling task	Assessment 1a - Pitch
6	22 Aug	Lecture: Navigating Music Online, Music Streaming	Research Activity: Music Streaming & Digital Distribution, workshop Assessment 1	
7	29 Aug	Lecture: Budgeting, Permissions and Copyright	Marketing and Budget planning	Assessment 1b - Project Proposal
8	5 Sep	Lecture: Live Music	Workshop: Assessment 2	
9	12 Sep	Seminar: Creative Project Management, Report Presentations	Report Presentations	Assessment 2 - Music Industry Analysis Report
10	19 Sep	Seminar: The Musical Product, Music Distribution	Distribution Case Study	
Mid-Term Break				
11	10 Oct	Seminar: Grants & Opportunities	Assessment 3 Group pitch; work on group projects	Assessment 3a - Project Pitch & Bios
12	17 Oct	Seminar: Freelance & Small Business	Work on group projects	
13	24 Oct	Seminar: Project Presentations	Presentations	Assessment 3b
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Project Proposal	Week 5: Assessment 1a - Pitch Week 7: Assessment 1b - Project Proposal	Individual	25%	1, 2
2	Music Industry Analysis	Week 9	Individual	30%	1, 2
3	Project Marketing Strategy	Week 11: Assessment 3a - Pitch & Bio Week 13: Assessment 3b - Documentation and Group Presentation	Group	45%	1, 3

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Project Proposal 25%

Assessment Type Description

Proposal / Plan

Students will pitch and plan music projects. These may include but are not limited to live music events, music releases, business proposals, grants and tender. Students should consider elements such as copyright and royalties, fees and budgeting, publishing and representation of artists, exposure and marketing, and curation that will engage an audience. The project evaluates the student's professional communication strategies, clarity of concept, as well as the ability to articulate creative work in written and verbal formats

Weighting

25%

Length

1 min pitch, 600–800-word proposal

Due Date

Week 5: Assessment 1a - Pitch
Week 7: Assessment 1b - Project Proposal

Submission Method Assessment Criteria

In-class and online

Quality of background research; suitability of the project scope; quality of documentation and written materials; clarity and effectiveness of communication; creativity of content.

Return Method

In-class and online

Feedback Provided

Online

Assessment 2 - Music Industry Analysis 30%

Assessment Type Description

Case Study / Problem Based Learning

Research and create a short report / profile piece on an issue, group, or initiative in the music industry relevant to the local area. The study can be presented in a form suited to publication (student's choice of video, podcast, blog, social media content, magazine, newspaper, zine or similar). Students are also required to give a short report on their topic in class.

Weighting

30%

Length

10 min presentation, 800-1000-word report

Due Date

Week 9

Submission Method

In Class

Online

Assessment Criteria

Quality and depth of research; quality of written communication; appropriate language and tone; creativity and clarity of content and angle; communication and quality of presentation.

Return Method

Online

Assessment 3 - Project Marketing Strategy 45%

Assessment Description	Professional Task Students will produce and market a project in groups. Projects are encouraged to include innovative cross-disciplinary collaboration. Project types may include but are not limited to live music events, installations and exhibitions, workshops, community engagement, online profiles and content, release of a recorded work, podcasts, compilations, music publications, video, and multimedia projects (all subject to approval). Students will be required to document and report on the project/event. Students will be marked on their presentation and submitted documentation. This assessment will consist of two parts: 3a – Pitch and Artist Bio (for each group member) and 3b – Project Marketing Strategy
Weighting	45%
Length	10 -15 min presentation plus 1500 words documentation
Due Date	Week 11 - Assessment 3a - Project Pitch & Bios Week 13 - Assessment 3b - Documentation on Canvas and Group Presentation in Class
Submission	In Class Online

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none">1. the assessment item is a major assessment item; or2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;3. you are requesting a change of placement; or4. the course has a compulsory attendance requirement. <p>Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236</p>
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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