



UNIVERSITI TEKNOLOGI MARA

CTM553: MUSIC INDUSTRY MANAGEMENT

Course Name (English)	MUSIC INDUSTRY MANAGEMENT APPROVED
Course Code	CTM553
MQF Credit	3
Course Description	The design of this course complements students with the opportunity to explore and dissect intricate details in the management of the music industry. Focusing on the local music industry, students shall be exposed to concerts - behind the scenes production besides academic lectures and approaches in the creative works of entertainment business. Students are required to present group efforts pertaining to the local and international web marketing, digital ringtone codes and contracts. Basic understandings and knowledge of laws with regards to the Music Authors' Copyright Protection and various disciplines in the world of recording, transmission and broadcasting shall equip students the knowledge required in the local and international entertainment standard operating procedures.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Discussion, Presentation, Directed Self-learning
CLO	<p>CLO1 Adapts theories and practice of managing recording companies, manage events/entertainment companies and advisory positions pertaining to the music industry.</p> <p>CLO2 Develop the creativity in generating ideas for innovative entertainment audio and visual entertainment emphasizing educational values</p> <p>CLO3 Manage artistic, television & radio and cultural organization</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction and Historical Overview of Malaysian Music 1.1) Method of recording.	
2. The basis of copyrights Fundamentals-key copyright cases 2.1) Global copyright years.	
3. MACP-Royalties and role of collection agencies 3.1) Royalties payable to deserve parties.	
4. Setting up a music business. Business planning Part 1 4.1) Music tuition.	
5. The business of orchestras and music tuition Popular music and touring 5.1) Orchestras for niche market.	
6. Quiz 1, Project Paper Presentation and Discussion 6.1) Quick outcome based on topic.	
7. Marketing Overview Promotional planning Budgeting 7.1) Create Online presence to student though analysis.	
8. Live performance touring 8.1) Experience Live Concert.	
9. Record Companies Types and deals of contract 9.1) Digital Rights.	
10. Publishing companies and its functions 10.1) Publishing- Fully outright to public company.	

11. Quiz 2, Project Paper Presentation and Discussion

11.1) Develop New ideas - business.

12. TV Programmed Mentor

12.1) Discuss the outcome of trip-shooting.

13. Managers

13.1) Company - Entertainment.

14. Final Project and Presentation

14.1) Examine individual presentation.

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	20%	CLO1
	Assignment	Assignment 2	40%	CLO2
	Assignment	Assignment 3	40%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Tom Hutchison 2013, <i>Web Marketing for Music Business.</i>, Focal Press New York and London. • Nicola Riches, Nicola Slade. 2012, <i>The Music Management Bible: The Definitive Guide to Understanding Music Management</i>, Omnibus Press • Paul Allen 2014, <i>Artist Management for the Music Business</i>, CRC Press Ed. • Chris Anderton, Andrew Dubber, Martin James 2013, <i>Understanding the Music Industries</i>, SAGE • Peter Tschmuck 2012, <i>Creativity and Innovation in the Music Industr</i>, Springer Science & Business Media 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			