

## Module Specification

**Module Title:** Specialist Study Music Business 2 (Digital Commerce)

<b>Module code:</b>	HBAMBU004	<b>NQF level:</b>	Level 5
<b>Credit value:</b>	30 credits	<b>Semester of study:</b>	1 and 2
<b>Module type:</b>	Compulsory	<b>Pre-requisites:</b>	Specialist Study Music Business 1
<b>Available to:</b>	BA (Hons) Music (Business)		

### Module overview

Students will build upon their knowledge acquired in Specialist Study 1 to develop further their specialisms focusing in particular in e-commerce, database management and in the use of social networks, blogs, and digital aggregators to either promote music, artists, and producers or live events. They will also develop greater awareness, analysis and evaluation of the contemporary digital sector and recognise and analyse the economic factors that impact upon it. Practical workshops will be supported by lectures and seminars. The practical workshops will support the use of web based resources and applications used in e-commerce and the digital aggregation of music content.

### Aims

This module is designed to continue the support of the students' personal development. Recognising the importance of continual development, through one-to-one teaching opportunities, and the continued development of a research routine, students will have opportunities to focus on an emerging specialism in the context of digital/ecommerce.

The module aims to:

1. Realise and develop students' emerging business specialism by focusing on digital commerce and the promotion of a musical product.
2. Critically examine and economically analyse how music is distributed through digital/e-commerce.
3. Explore how new technologies can be used for promotion and explain the principal processes for marketing and promoting popular music in the contemporary music industry, both as part of a record label or other organisation, and as an individual a sole trader.
4. Focus on the role of the Internet as a vehicle for the creation and distribution of ideas, goods and services in the music industry.

### Learning outcomes

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

1. Critically evaluate the quality and economic success of existing e-commerce campaigns, including the impact of web-based innovations, and their relationship with marketing and consumer behaviour.
2. Design a promotional campaign using web-based media along with digital aggregators, or their equivalent, to host and distribute originally sourced material.
3. Effectively evaluate processes for the monetising of original musical material.
4. Demonstrate an understanding of the implications of the use of musical works on electronic platforms, in legal, economic and social terms.

### Learning and teaching methods

Delivery is by individual tuition and a '**business in context**' workshop. This allows students to tailor their individual experience to specific areas of interest. This model allows for weekly formative feedback that focuses on their progress by offering guidance related to their on-going research activities. The workshop allows peer interaction and the sharing of ideas.

### Contact hours and directed study (over semesters 1 and 2)

Delivery type	Student hours
Indicative hours for learning and teaching activities	96 hours
Indicative hours of directed study	204 hours
Total hours (100hrs per 10 credits)	300 hours

### Opportunities for formative feedback

Students have on going formative assessment through their weekly one-to-one meetings with their supervisor.

### Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Written Individual Report	1500 words	25%	1
Individual web based portfolio	4500 words	75%	2, 3, 4

### Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Written Individual Report	1500 words	25%	1
Individual web based portfolio	4500 words	75%	2, 3, 4

### Indicative Reading List

#### Recommended:

- Chaffey, D (2014) Digital Business and E-Commerce Management. Pearson.
- Harris, K. and Colegrave, S. (2005) Inside music 2005: an insider's guide to the industry. London: Ebury Press.
- Hesmondhalgh, D. (2007) The cultural industries. London: SAGE.
- Soocher, S (1998) They Fought the Law: Rock Music Goes to Court. New York: Shirmer.
- Vogel, H. L. (2011) Entertainment industry economics: a guide for financial analysis / 8th ed. Cambridge University Press.
- Wikström, P. (2009) The music industry: music in the cloud (DMS - Digital Media and Society). Cambridge: Polity Press.

Indicative reading per specialism will also be provided by appropriate tutor.