

COURSE DETAIL

THE BUSINESS OF MUSIC

Country

Australia

Host Institution

University of Melbourne

Program(s)

University of Melbourne

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Music Business Administration

UCEAP Course Number

108

UCEAP Course Suffix**UCEAP Official Title**

THE BUSINESS OF MUSIC

UCEAP Transcript Title

BUSINESS OF MUSIC

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the business practices of the music industry. It covers copyright, marketing, law, management, contracts, sales, distribution, ownership, and merchandising, which will be examined in relation to areas such as touring, recording deals, digital streaming, live performance, music placement in film, TV, sport and advertising, video clips and video games.

Language(s) of Instruction

English

Host Institution Course Number

MUSI20206

Host Institution Course Title

THE BUSINESS OF MUSIC

Host Institution Campus

Southbank

Host Institution Faculty

Host Institution Degree

Host Institution Department

Music

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