COURSE DETAIL

MUSIC ARTIST DEVELOPMENT
Country New Zealand
Host Institution Massey University
Program(s) Massey University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Music
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title MUSIC ARTIST DEVELOPMENT
UCEAP Transcript Title MUSIC ARTIST DEVLPM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course introduces students to the concept of artist development and its role in discovering, aligning, and managing artists and content. Students examine the notion of artist development in relation to digital music distribution, considering issues of quality, the future of musical culture, and product development practices and strategy in New Zealand and internationally.

Language(s) of Instruction
English

Host Institution Course Number
133.168

Host Institution Course Title
MUSIC ARTIST DEVELOPMENT

Host Institution Course Details

Host Institution Campus
Massey

Host Institution Faculty

Host Institution Degree

Host Institution Department
Music

Course Last Reviewed

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