

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 Campus

Massey

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Music

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