

COURSE DETAIL

MUSIC INDUSTRY, PRODUCTION, AND MARKETING

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

150

UCEAP Course Suffix**UCEAP Official Title**

MUSIC INDUSTRY, PRODUCTION, AND MARKETING

UCEAP Transcript Title

MUSIC IND PROD MKTG

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces Hong Kong popular music and the basic operations of the music industry. It covers a wide range of practical operation of record companies, including Artist and Repertoire Management, production of music and lyrics, marketing and sales, promotion and distribution. Besides the practical and management aspects, it also covers history and issues of popular music in Hong Kong, music commentary and the board theoretical, legal and social implications of the industry.

Language(s) of Instruction

English

Host Institution Course Number

COMM 3933

Host Institution Course Title

MUSIC INDUSTRY, PRODUCTION, AND MARKETING

Host Institution Course Details

https://rgsntl.rgs.cuhk.edu.hk/ags_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Journalism & Communication

Course Last Reviewed

2025-2026

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