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 Asian Studies
UCEAP Course Number 113
UCEAP Course Suffix
UCEAP Official Title MUSIC INDUSTRY, PRODUCTION AND MARKETING
UCEAP Transcript Title MUSIC 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
COMM3933

Host Institution Course Title
MUSIC INDUSTRY, PRODUCTION AND MARKETING

Host Institution Course Details
https://rgsntl.rgs.cuhk.edu.hk/aqs_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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