

## Master of Culture and Art, Entrepreneurship In the Arts; Music, Media and Marketing (60 cr)

Degree:

Qualification title:

Duration of studies: 1,5 years

Study type: **Part-time** **F**

» [Generic competences](#)

**Kontaktuppgifter:** [Enheter](#) | [Utbildningsansvariga](#)

Code	Name	Cr/year/total					
		1	2	3	4	5	Total
	<b>Advanced Professional Studies</b>						30 cr
EIA18EIA	<b>Introduction to Entrepreneurship in the arts: Music, Media &amp; Marketing</b> <i>The Student</i> - is able to plan, organize and develop their own studies into a meaningful and individual educational process - is able to embrace a critical frame of mind and carry out a critical analysis of their own and others' work - has suitable academic skills and is able to take an academic approach to artistic thinking - has adequate knowledge of artistic research and methods and understand different disciplines from the field of culture - is familiar with key words and concepts within the field of music and the music industry.	5					5 cr
EIA18EIA01	<b>• Introduction to Entrepreneurship in the Arts; Music, Media and Marketing</b> <i>The Student</i> - is able to plan, organize and develop their own studies into a meaningful and individual educational process - is able to embrace a critical frame of mind and carry out a critical analysis of their own and others' work - has suitable academic skills and is able to take an academic approach to artistic thinking - has adequate knowledge of artistic research and methods and understand different disciplines from the field of culture - is familiar with key words and concepts within the field of music and the music industry.	5					5 cr
EIA18MIA	<b>Music Industry Analyses</b> <i>The Student</i> - has knowledge of movements in the music industry, and the ability to orient themselves within different traditions, genres and trends. - has knowledge of contemporary music industry and is able to explain their origins. - has knowledge of the music history and its development, and is able to use this knowledge analytically in order to make references and draw parallels between music history, modern music, and their own work.	5					5 cr
EIA18MIA01	<b>• Music Industry Analyses</b> <i>The Student</i> - has knowledge of movements in the music industry, and the ability to orient themselves within different traditions, genres and trends. - has knowledge of contemporary music industry and is able to explain their origins. - has knowledge of the music history and its development, and is able to use this knowledge analytically in order to make references and draw parallels between music history, modern music, and their own work.	5					5 cr
EIA18MSB	<b>The Music Scenes and Business</b>	10					10 cr
EIA18MSB01	<b>• The Music Scenes and Business 1</b> <i>The Student</i> - has knowledge of movements in the music industry, and the ability to orient themselves within different traditions, genres and trends. - has knowledge of contemporary music industry and is able to explain their origins. - has knowledge of the music history and its development, and is able to use this knowledge analytically in order to make references and draw parallels between music history, modern music, and their own work.	5					5 cr
EIA18MSB02	<b>• The Music Scenes and Business 2</b> <i>The Student</i> - has knowledge about the international scenes and is familiar with some of the centers in the music world and will have visited one of these centers - has knowledge about recurring music events like international festivals, as well as the ability to orient themselves among these events. - has knowledge from its musical profile network to agents, production companies and other music scenes. - has evaluated their options for collaborations within their own music profile and identity. - has knowledge about the importance of networking in the music industry and has met selected mentors within their profile.	5					5 cr
EIA18PP	<b>Professional profile</b> <i>The Student</i> - has knowledge of the communication tools available for presenting themselves as an artist (such as portfolio, artist's statement, CV, website etc) - has knowledge about press, media and art criticism, and is able to use them	10					10 cr

	<ul style="list-style-type: none"> <li>- has created an individual action plan for their future work within the field of art</li> <li>- has knowledge about copyright issues, contracts, rights and obligations within the art business</li> <li>- has an insight into the pricing of works of art</li> <li>- has knowledge about economy, grants and stipends, and artist residencies and is able to use this knowledge</li> </ul>						
EIA18PP01	<p><b>• Professional profile</b></p> <p><i>The Student</i></p> <ul style="list-style-type: none"> <li>- has knowledge of the communication tools available for presenting and marketing their musical profile and identity (such as portfolio, CV, website, youtube channel, CD...)</li> <li>- has created an individual plan and strategy for their future work within the field of music</li> <li>- has knowledge about how about to communicate with the press, media and criticism, and is able to use them</li> <li>- has knowledge about copyright issues, contracts, rights and obligations within the music business</li> <li>- has an insight into the pricing of their music ( such as touring , compositionwork, , frilance)</li> <li>- has knowledge about how to run music companies, economy, budget planning, grants and stipends and is able to use this knowledge</li> </ul>	10					10 cr
THESIS	<p><b>THESIS</b></p> <p><i>this course includes 5 credit's worth of preparation for the actual work on the thesis, in the form of introduction and intermission seminars</i></p>						30 cr
EIA18MT01	<p><b>Master's Thesis</b></p> <p><i>The Student</i></p> <ul style="list-style-type: none"> <li>- is able to reflect on, document and report on the development processes that take place during a professional artistic and musical activity.</li> <li>- is able to demonstrate a critical and analytical dialogue between their own musical profile and work on the one hand, and the contemporary musicbusiness on the other</li> <li>- is able to combine a theoretical framework with a conceptually, musical and visually satisfying artistic presentation</li> <li>- is able to present their work in a professional way</li> <li>- has the tools and the ability to communicate professionally within the international field of musicbusiness</li> </ul>	30					30 cr