

## Course program winter term – Exchange program

Tutorials: Culture of Mannheim, excursions to the region, networking with the Popakademie-students, etc.

**Duration: September – December**

Course title	Description / Learning objectives	Date	ECTS	Type of examination
<b><u>Compulsory courses:</u></b>				
1	Introduction weeks a. Explore the Popakademie facilities, meet the team, tutorial “first steps in German music business”, get together with domestic students (fresher’s week) b. Introduction Course including lectures on German history, politics and geography, society and education system, intercultural competence, living and studying in Germany (8 x 1,5h)	Middle to end of September	2	Attendance
2	German Language Course Every day speech, introduction to business language	weekly, whole semester	4	Written test
3	German Music Business Structure of the music market and the creative industries in Germany, institutions of music business, live-entertainment business, digital music business, copyright, German media system, Cultural policy	October, weekly sessions	4	Written test
4	German Popular Music and Culture German pop music history, musical education	October, weekly sessions	4	Presentation
5	Artist Development and Exploitation The students: <ul style="list-style-type: none"> <li>• Gain know-how in the fundamentals of the music business</li> <li>• Are able to practically recreate a complete artist development process for all segments of the music business</li> <li>• Get an overview of the most important roles and operators in the music business</li> </ul>	November and December (2 days a week)	6	Presentation and seminar paper

- Learn the concepts and principles of product management and financial calculation in an artist development process

Another aspect is in a tutorial-like course reflected in a group project that deals with the overriding issue “*How do I design an act?*” This topic is addressed from varying standpoints, in which each member of the team takes on a separate task and works on it independently:

- Analyze the status quo of a band and indicate possibilities for further development (Focus: artist development/marketing)
- Compile and reflect the overall artistic concept for a band and describe and give reasons for further steps in development. (Focus: artist development/marketing)
- Arrange a band into pop history and analyze their artistic potential from an economic point of view (Focus: artist development/marketing)
- Develop a low budget marketing campaign for a band and give reasons for your plan. (Focus: marketing/timing/media)
- Develop a campaign for band XY’s direct marketing (Focus: marketing/timing/media)
- Develop a concept to build up a band as a live act. Create a connection to established bands and to the festival culture in Europe. (Focus: marketing/concert and event management)

The students deal with existing bands. The goal is to create an overall concept to build up and market the specific music act

**Elective courses:**

1	International Music Business	A comprehensive 360-degree overview of the international music business and its players (major and independent organizations), seeking market opportunities outside their home markets. Students learn about practices, correlations, terms of business and entrepreneurial challenges in the international network between artists, managers, agents, labels, distributors (digital/physical) and direct communication with the potential customer through social media. Case studies and workshops will help students to learn and train the business communication as well as presentation skills required to unlock the gates of foreign markets and start creating their own international network.	October – December, weekly sessions (15 x 1,5 h)	4	Presentation
2	Strategic Music Marketing (Second Market Strategies – Core Business)	The lectures focus on essential business areas of secondary market strategies. The learning target is to broaden the knowledge on topics such as catalog-marketing, compilations, repertoire-licensing, club & direct marketing and special products, which are mostly only peripheral known. Completed and in terms of interdisciplinary, the lectures put emphasis on an intensive debate on consumer target groups and the possibility of marketing cooperation as the key for successful product marketing. In addition to core-business-areas the lectures also focus on topics due to parallelism with other entertainment-markets and its contact points to the music business and the chances and possibilities for music marketing. The learning target is a general understanding for the structures and specialties of these markets and to point out possible needs towards music and artists. Audio books, kids – audio and video as well as music/artist-merchandising, brand-partnerships and the synch-business are especially important within this scope.	October – December, weekly sessions (15 x 1,5 h)	4	Oral exam
3	Individual Research Project	The students are free to choose their topic and work on their own schedule. The research project will be guided by a Popakademie lecturer to make sure that the students get the support they need. A comprehensive research paper is to be handed in at the end of the semester.	October – December	10	Research paper