

course beginning: spring spring

subject catalogue S23 K24

course code MAG225

name of course

Musician's Profile

specification

Musicology and Music Management BA students, elective for others

academic instructor

K.Kiitsak-Prikk, K.Kiiv

prerequisite course

MAG200, MTX015

no of terms

1

contact hr/total

30.0

hr/term

30.0

hr/week

0.0

ECTS/total

3.00

Lect

20.0

Grp

10.0

Ind

0.0

Sem

0.0

Pract

0.0

graded or pass/fail exams

A

term

1

ECTS

3.00

aim of the subject

The aim of the course is to provide participants with the knowledge and practical skills to understand the role and career of the authors and performers in the music field and their position in society; and to communicate these through various forms and channels in cooperation with the artist.

content

The course deals with the collaboration of musician and music scientist / music manager within professional development and systemic career development of the musician. The course includes creating a public profile for the author/interpret/group as a practical work.

Participants learn to apply the knowledge from musicology and analysis of interdisciplinary relationships in order to

create attractive stories for different target groups. Various methods and tools of mutual systematic collaborations with authors and performers will be practiced to co-create and share the artistic vision, message and unique story to audiences. The importance of musicians' profile and its application in various settings will be discussed (like in educational work, societal affairs, audience development, career development, collaborations and music entrepreneurship).

Topics covered:

- The role of artist manager and cooperation between manager and musician,
- noticing, analysing and presenting the progress and highlights of the musician's career,
- building the reputation and personal branding of musicians,
- storytelling and its channels,
- working with critiques and references,

developing public profile for a music author/performer/ group (including biography in various formats, visual identity, positioning the repertoire, integrated communication techniques,

- ethical dilemmas in the process of developing the profile.

learning outcomes

assessment

Pass /fail based on

- participation in the seminars,
- co-created public profile

assessment criteria

Passed:

- active participation in the seminars and lectures (minimum 6 out of 10 seminars and 70% lectures),
- submitted final project: public profile for a musician /music group including agreed elements and in set format,
- learning diary submitted.

course reading material

Radbill, C.F., 2012. Introduction to the Music Industry: An Entrepreneurial Approach: An Entrepreneurial Approach.

Routledge.

Thier, K., 2018. Storytelling in Organizations: A Narrative Approach to Change, Brand, Project and Knowledge Management

(Management for Professionals). Springer -Verlag Germany,

Meriste, R., 2018. Mina teen sind kuulsaks. FD Distribution OÜ

author of course description

Kaari Kiitsak-Prikk, Kai Kiiv, Marko Lõhmus