

Course: The Business of Music: Creating a Product

credits: 5

Course code	SPCCV26BOM1	Modes of delivery	Action learning
Name	The Business of Music: Creating a Product		Assignment
Study year	2026-2027		Learning community
ECTS credits	5	Assessments	TEST-01 - Other assessment
Language	English		
Coordinator	W.H. Buma		

Learning outcomes

Student will develop a general understanding of the relationship between musician - product and audience. Student has experienced the positive effects of taking action, taking risks and meeting stakeholders. Student has (co-)developed a new product-market combination befitting of their talents and wishes. Student has given and received critical feedback.

Content

Students will be introduced to the world of product development in music. There is a lot more music business than concerts and streaming. Through research, interviewing, trial and error they will (co-)develop a new musical product that they know how to pitch. In a series of assignments, they will work towards a final portfolio presentation.

Included in programme(s)

Music, Exchange Autumn programme
Music, Exchange programme

School(s)

Arts, Design & Built Environment