

Vak: The Business of Music: Creating a Product

credits: 5

Vakcode	SPCCV26BOM1	Werkvormen	Action learning
Naam	The Business of Music: Creating a Product		Leergemeenschap
Studiejaar	2026-2027		Opdracht
ECTS credits	5	Toetsen	TOETS-01 - Overige toetsing
Taal	Engels		
Coördinator	W.H. Buma		

Leeruitkomsten

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.

Inhoud

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.

Opgenomen in opleiding(en)

Music, Exchange Autumn programme
Music, Exchange programme

School(s)

Kunst, Ontwerp & Ruimte

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