



Faculty of Arts and Social Sciences
Music and Sound Production

Syllabus

Launching a Music Project 1

Course Code:	LJGE12
Course Title:	Launching a Music Project 1 <i>Lansering av musikprojekt 1</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2019-02-18, and is valid from the Autumn semester 2019 at Karlstad University.

Prerequisites

LJGE11 Entrepreneurship in the music business, 7.5 ECTS credits

Learning Outcomes

Upon completion of the course, students should be able to:

- design and carry out a plan for launching a music project,
- analyse data from music platforms, and
- create basic marketing materials, including text, images, and film.

Content

The course includes the following components:

- tools for collecting, processing, analysing, and visualising data from music streaming services
- analys of the launch of a music project

- creation of materials for media distribution, such as film and photography
- strategies for launching music products
- the launch of a music product

Reading List

See separate document.

Examination

Assessment is based on individual written hand-in assignments and an individual oral presentation discussed in a mandatory seminar.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.

The course is part of the Music Production Programme.