Using Movies to Teach Music Business

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Abstract

For the last four years I have taught an elective course in Music Business that uses feature and documentary films. The course has been offered as a standalone music business elective and a course linked with a general education humanities class. Specific scenes are used as case studies on artist management, record label contracts, touring, live show productions, career paths, and other topics. Common themes of artist careers are explored as is how Hollywood portrays the industry in film. Special attention is given to how the movie industry portrays the music industry, artists, and their stories, verses the reality of those stories. In this presentation I will share how faculty can create similar courses or use film in existing courses. Topics may include:

- Course structure to maximize the student’s understanding of the industry
- Choosing the right films
- Making films available to students
- Technical issues related to class presentations
- Finding appropriate related readings
- Hidden course fees
- Assessing student learning, including paper topics and grading rubrics

Keywords: music business education, music business pedagogy, general education, music industry case studies

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