

FALMOUTH

UNIVERSITY

MA MUSIC BUSINESS

Dear [NAME],

Welcome to MA Music Business at Falmouth.

The course team is looking forward to an extremely stimulating and successful year with you here at Falmouth.

We're getting in touch with some important information about your course and some things you'll need to know as you prepare to join us in September.

Your academic experience will be a combination of in person delivery and online resources. To engage in the digital learning activity, although you will be able to access IT suites on campus, you will benefit from a laptop to access the platforms and tools we use. You will be provided with free access to the Microsoft Office suite, (including Word, Excel and PowerPoint) while you study at Falmouth as well as some music-based software for those of you who are practitioners.

If you are eligible for a loan from Student Finance and have not yet applied, please do so immediately to ensure the loan is approved before you enrol. Once you enrol you are liable for the tuition fees. You can find more information from the Student Loans Company at: www.gov.uk/government/organisations/student-loans-company Advice on managing your finances whilst studying can be found on the University's website here: falmouth.ac.uk/study/student-funding/how-much-does-it-cost

Over the summer, you can join our Step into Falmouth Sessions. These online workshops are designed to provide advice and guidance on settling into university life. They are scheduled to take place across three weeks in July and August. Some of them will also be recorded so you can watch them back at a time that suits you. More information can be found at falmouth.ac.uk/experience/new-students/step-into-falmouth

Over the next few weeks, we'll email you more important information about your course and life at Falmouth. If you're going to be away or out of contact, make sure you ask someone to check your emails and reply on your behalf.

We know there is a lot to think about before you start post-graduate study at university. So, we're here to help. If you have any questions, just get in touch with Applicant Services on +44(0)1326 213730, use LiveChat on our website or email applicantservices@falmouth.ac.uk

Finally, we wish you an enjoyable and creative time before the course starts and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely

Simon Poole

Course Leader, MA Music Business

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www.falmouth.ac.uk

Getting started

Your offer

If you have a conditional offer, your place is subject to meeting those conditions. This means we're waiting to receive your results or some more information before your place can be finalised. You can see these conditions using the Falmouth [Applicant Portal](#)

If you need to ask us anything about your offer, get in touch with our Applicant Services team on +44(0)1326 213730, use LiveChat on our website or email applicantsservices@falmouth.ac.uk

Enrolment and Student Terms & Conditions

You'll get an email two weeks before the start of term telling you how to enrol online. You'll need to enrol before the first day of term to officially register as a student of Falmouth University and receive your student loan, if you've applied for one.

When you enrol, you'll need to agree to and comply with the University's Student Terms & Conditions. These Terms & Conditions are important, and we encourage you to read them carefully, before enrolling. You can find them under 'Student Terms & Conditions' on our website www.falmouth.ac.uk/student-regulations

Tuition fees (per year)

£9,900 per year - full-time UK

£19,300 per year - full-time EU/international

Term dates

You can find our term dates on the website at falmouth.ac.uk/experience/term-dates/term-dates-2023-24

Teaching and assessment will be throughout the full 15 weeks of the study blocks.

Your timetable

Your academic timetable shows all scheduled learning activities and your course timetable. It will be published in early September. After you've enrolled, you can view it via the Student Portal at falmouth.myday.cloud/ or the Falmouth University App. You can download the app by searching the Google Play Store or Apple Store.

You'll begin your course on **Monday 25 September 2023**. As you're no doubt aware, this is a highly intensive course. There is a great deal to get through in a year, so we will waste no time in getting you started on your first Music Business Brief.

Your timetable will show you where you need to go and when on Monday 25 September and throughout the week.

Pre-course preparation

Reading: optional

We appreciate that you are keen to start and may wish to get ahead a little. This short list of books are texts that we'll be using in the first study block. The Anne Harrison book, in particular is one that we'll return to throughout the programme.

- CHRISTIAN, Elizabeth Barfoot. 2010. *Rock Brands: Selling Sound in a Media Saturated Culture*. Lanham: Lexington Books.
- Harrison, Anne. 2017. *Music, The Business*. London. Virgin.
- MACY, Amy et al. 2016. *Record Label Marketing: How Music Companies Brand and Market Artists in the Digital Era*. Third edition. New York: Focal Press.

If you can't find any of the books on the recommended reading lists above, don't panic. Most of them are available in the library. Take a regular look at *Music Week*, the magazine for the UK industry. *Browse specialist music magazines and try and look at ones that you're not so familiar with. Understanding how Heavy Metal approaches marketing as well as Dance, Hip Hop and other genres will give you an edge.* It helps to read lots of magazines and newspapers, especially ones you don't normally look at, so that you begin to understand various target markets, not just your own. It's sometimes hard to put on someone else's hat, but that really is half the job.

Of course, watch films/TV, and seek out some good sources of information about the music business more generally to expand your sector knowledge.

Also, the following blogs & websites are great:

musicthinktank.com

<https://thef-listmusic.uk/>

<https://themmf.net>

<https://www.aim.org.uk/#/>

<https://www.billboard.com/>

<https://www.musicweek.com/>

Equipment and course costs:

A laptop will be an essential piece of equipment along with a reliable broadband connection.

Study trips and costs: optional

There are often events for Music Business students throughout the year across the three study blocks. These can be anywhere – from local events to expos and conferences in London and beyond. Your attendance at any of these is not compulsory and is not always possible due to the intensive nature of the course. If you do attend, it must be by negotiation with the course team and will be at your own expense.