

University of Pretoria Yearbook 2016

Music business and industry 858 (MTZ 858)

Qualification Postgraduate

Faculty [Faculty of Humanities](#)

Module credits 20.00

Programmes [MMus Music Technology \(Coursework\)](#)

Prerequisites No prerequisites.

Contact time 1 practical per week, 1 seminar per week

Language of tuition English

Academic organisation Music

Period of presentation Year

Module content

Music business and industry consists of an introductory study of the fundamentals of conducting music business within the context of the South African economy. The field of study addresses aspects of the South African music industry such as industry structure, intellectual property, legal, finance, marketing, sales methodology, business incubation, business management and regulatory requirements. Examination is based on the presentation of a portfolio of documentation of an actual business that was incepted during the course of the study. By completion of this module, students should be able to conduct business within the South African music industry.

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