



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# SYLLABUS

## Master in Tourism Business Management

Code - Course	590028 – Musical Events		
Course year	1	Credits	3 ECTS
Thematic Area	Tourism Companies and Services	Course type	Elective
In-class hours	21 hours	Hours of individual work	54 hours

### BRIEF COURSE DESCRIPTION

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This course will prepare you to manage any type of music event. You will understand the relationship between business and music product, essential to understand the marketing of this industry.

You will learn through theoretical classes and case studies the role of destinations in the promotion and attraction of musical events for a territory, how to develop a communication strategy, a sponsorship plan and the production and management of artists for a festival, tour or concert.

### BASIC SKILLS

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BS9. Students are able to communicate their conclusions and the ultimate knowledge and rationale behind them to specialist and non-specialist audiences in a clear and unambiguous way.

### GENERAL SKILLS

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GS5. Undertake innovative and creative projects.

GS6. Apply the necessary communication techniques for the effective transmission of ideas, opinions, knowledge, etc. .

### SPECIFIC SKILLS

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SS2. Design and implement commercial and communication strategies that respond to the new business opportunities emerging in the sector.

SS5. Manage the quality of tourist products and services, using the different tools, systems and quality and environmental standards available.

### ACADEMIC CONTENT

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1. Introduction to the music business
2. The role of DMOs in promoting and attracting music events
3. Communication strategy for a music event
4. Marketing: Subsidies, sponsorship plan and ticketing
5. Technical, artistic and logistical production.
6. Artist and booking management

### LEARNING METHODOLOGY

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This is a face-to-face course where students will carry out theoretical and practical activities to work the different contents. Case studies will be conducted in order to contextualize the concepts addressed in each lesson. Students' active participation will be essential for the correct progress of the course.

A group of teachers and professionals of marketing and branding fields give courses. Coordinators are there to stimulate educational process and to provide course tracking.

### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.



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Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

EVALUATION SYSTEM	Continuous	Single
Activity Individual 1 ( tests written , instruments based on observation )	50%	100%
Activity Group (work performed by the the student , instruments of paper )	50%	0%

A minimum mark of "5" is required to pass the course.

### Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:



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A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

### REFERENCES

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