

Global Music Business – Deep Dive

13-07-2026 - 17-07-2026

Course Director: Nerko Hadziarapovic, Msc/MA.

E-mail: summerschool.business@hu.nl

The day to day programme is subject to changes depending on the availability of the guest lecturers:

Monday		
Time	Activity	Description
10.00 – 10.30	Welcome & Course Introductions	
10.30 – 12.30	- Icebreaker and lecture	- <i>My Music Journey</i> : Overview of course, expectations, and assignments. - <i>From Analog to Digital – Evolution of the Music Industry</i> : Key institutions, copyright systems, and value flows.
12.30 – 13.30	Lunch**	
13.30 – 16.30	- Workshop; - Guest Session;	- <i>Mapping the Global Music Ecosystem</i> Group exercise: identify main stakeholders, relationships, and challenges. - Artist Management in the Digital Era: managing growth, exposure, and authenticity.

Tuesday		
Time	Activity	Description
09.30 – 12.30	Lecture: <i>Music Marketing Fundamentals</i> and Case Study Discussion	- Brand positioning, audience segmentation, fan journey, and content strategy. - Global artist campaigns (Billie Eilish, Stromae, Dua Lipa).
12.30 – 13.30	Lunch**	

13.30 – 16.30	<ul style="list-style-type: none"> - Workshop - Guest Lecture 	<ul style="list-style-type: none"> - <i>Fan Engagement Strategy</i>: Create a fan persona and outline online engagement tactics. - Visual Branding and Creative Strategy: connecting narrative, visuals, and tone of voice.
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Wednesday		
Time	Activity	Description
09.30 – 12.30	- Lecture followed by and Interactive Discussion	<ul style="list-style-type: none"> - Lecture: <i>Copyright, Royalties & Collective Management</i> (Nerko Hadziarapovic) <p>Understanding Buma/Stemra, SENA, international rights, and streaming royalties.</p> <ul style="list-style-type: none"> - Interactive Discussion: Value fairness and transparency in music.
12.30 – 13.30	Lunch**	
13.30 – 16.30	<ul style="list-style-type: none"> - Panel Session - Mini Workshop 	<ul style="list-style-type: none"> - Panel Session: <i>Monetizing Creativity</i> – Managing value chains and ethical dimensions. With *Guillaume Warmerdam (<i>Lab Music</i>) and invited experts. - Mini Workshop: <i>Building a Revenue Model</i> for an artist, publisher, or label.

Thursday		
Time	Activity	Description
09.30 – 12.30	<ul style="list-style-type: none"> - Workshop: <i>Artist Management Simulation</i> - Guest Session 	<ul style="list-style-type: none"> - Workshop: <i>Artist Management Simulation</i> <p>Teams simulate contract negotiations between artist and label. Focus: fairness, creative control, and collaboration.</p> <ul style="list-style-type: none"> - Guest Session: <i>Thijs Mantel (Universal Records)</i>: How labels evaluate new talent and partnerships

12.30 – 13.30	Lunch**	
13.30 – 16.30	<ul style="list-style-type: none"> - Workshop: <i>Career Planning in Music</i> - Peer Feedback Session 	<ul style="list-style-type: none"> - Workshop: <i>Career Planning in Music</i> Personal branding, goal-setting, and self-assessment of values and strengths. - Peer Feedback Session: Team coaching and refinement of project deliverables.

Friday		
Time	Activity	Description
09.30 – 12.30	<ul style="list-style-type: none"> - Group Presentations - Feedback & Reflection 	<ul style="list-style-type: none"> - Group Presentations: Showcase of final project deliverables (strategy, campaign, or management concept). Jury of HU lecturers and guest experts - Feedback & Reflection: Peer and panel feedback.
12.30 – 13.30	Lunch**	
13.30 – 14.30	- Panel Discussion: <i>Future of Music Careers</i>	Professional advice and open Q&A.
14.30 – 15.00	Break	
15.00 – 16.30	- Certificate Ceremony & Closing Reception Optional joint concert visit or local event.	

**Please note: Students must bring/cover their own lunch
The lunch times in the programme can vary, these times are just an indication.