



Welcome to Sweden!

Welcome as Exchange Student at the
Music & Event Management Programme
Hultsfred, Sweden

Some of our former exchange students:

"My study abroad in Sweden gave valuable insight into the music industry of other countries and the differences in their markets. The program offers a lot of hands on projects that make the industry seem more approachable and manageable. On top of all this it was a great way to make new friends and have an awesome time! Overall, it was an experience I wouldn't trade."

Clinton Manning, SUNY Oneonta, USA

"If it says anything about my opinion of my experience there, I still wear my Hultsfred Festival shirt, have the poster on my wall, proudly display a Swedish flag in my room and remember word for word a pretty great pick up line in Swedish. So yeah, I'd say I enjoyed it and would highly recommend it to any music industry student interested in studying abroad."

Joe Cacace, California State University, Chico, USA

"If you want more snow than you can imagine, crazy new friends that love dressing up and move from house to house to party, a uni building with its own bar and vinyl shop then there's no better course than 'music industry' and no better place than Hultsfred. Dive in and enjoy your time in the country of the countless lakes!"

Diana Schubert, Bucks New University, High Wycombe, UK

Music & Event Management Programme

The Swedish music & music event industry has developed strongly during many years and its events, artists, producers and songwriters have received a lot of attention internationally. Meanwhile, the music industry have new possibilities globally, not least with the impact of new technology driven by Swedish music tech companies such as Spotify and Kobalt. In parallel, interest in higher education within this field has increased and a need for new and deeper knowledge has arisen. Music & Event Management sets out to fill this need.

As an exchange student you will study interesting and developing courses and get a unique experience to carry with you for the rest of your life.

Music & Event Management – Independent Research Project II, 15 Credits

The independent Research Project sets out to develop and deepen your knowledge and skills how to carry out an independent assignment in a scientific and methodological way. By choosing an area of interest related to the music industry you conduct research by gathering your own material which you systematize and analyze. The course consists mainly of individual literature studies, seminars, continual debriefing in written and oral interim reports to your tutor and a conclusion in a final paper. The independent research project is carried out independently along with other exchange students when applicable which gives you the opportunity to focus on the area of your own interest.

Music & Event Management – Digital Distribution, Technology and Communication, 7,5 Credits

The course gives perspectives on music consumption, with a strong focus on new technologies and digital distribution. Changes in the music industry are discussed at lectures and seminars, which may involve guests from different parts of the music industry. In the course, students will be able to discuss the most common tools for digital distribution and marketing being used by record labels, music publishers and other actors in the industry. This course is carried out with the Swedish Music & Event Management students.

Music & Event Management – Festivals and Music Related Events, 7,5 Credits

The course gives perspectives on event production in the shape of festivals with focus on both the practical aspects and theoretical approaches to production, distribution and consumption of music in an event- and/or festival context.

It's common with guest lecturers; both from the Swedish or International live music industry and/or related fields from academia. This course is carried out with the Swedish Music & Event Management students.

Hultsfred, Campus Hultsfred and Rock City

In 1986 the first Hultsfred Festival, what later have been considered the most influential festival of all times in Sweden, saw the light for the first time. For 25 or so years the festival developed and set the standard for festivals in Sweden, which are now quite a few. Hultsfred, a village in the south eastern parts of Sweden, soon became synonymous with the Hultsfred Festival and well known within the music industry nationally and internationally. Following the closure of the major festival in 2013 there are between five to ten smaller festivals taking place yearly in Hultsfred, including the student run The Rookie Festival, apart from the continuous concerts with national and international artists throughout the year at Rock City or the music hotel, Hotel Hulingen.

In 2002 the building Rock City, a building with a New York side street feel to it, was completed including a major stage, lecture halls, meeting rooms and offices, a pub/restaurant with a minor stage. Today you'll find a few businesses and The Swedish Rock Archives in the building, part from 350 students studying in this unique environment.

School of Business and Economics

With 3 200 students the School of Business and Economics is one of Sweden's largest business schools. Several bachelor programs within business and economics form the basis of our education. We also offer single subject courses, 1-year and 2-year Master's Programs and PhD studies. Our programs and courses cover a range of subjects, including tourism, entrepreneurship, experience, music & event management, marketing, retail, international business. For a full listing and more info, please visit **Lnu.se**.

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