

EM3 Brazil Winter 2017 – final schedule (subject to last-minute changes)

EMERGING MODELS AND MARKETS FOR MUSIC (MPAMB-GE.2203)
January 2017

MUSIC BUSINESS GRADUATE PROGRAM
Instructor: Dr. Sam Howard-Spink

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>1/8</p> <p>arrival</p> <p>6pm: WELCOME RECEPTION & ORIENTATION meet in hotel lobby.</p>	<p>1/9</p> <p>am:</p> <p>pm: CLASS 1 (a) Intro to EM3 (b) Brazil and LatAm in context</p> <p>eve: group meal meeting time to be confirmed</p>	<p>1/10</p> <p>am: CLASS 2 (a) Globalization and Glocalization (b) Hybrid economies and businesses</p> <p>pm:</p> <p>eve:</p>	<p>1/11</p> <p>am: CLASS 3 (a) Crowdfunding and Lead Users (b) Guest speaker: Queremos (2017)</p> <p>pm: Workshop with Leo Brazilian rhythms</p>	<p>1/12</p> <p>am: CLASS 4 (a) Breaking down local markets (b)</p> <p>pm: CLASS 5 (a) Piracy in emerging economies (b) Guest speaker:</p> <p>eve:</p>	<p>1/13</p> <p>am: CLASS 6 (a) Live and festivals (b) Branding.</p> <p>pm:</p>	<p>eve: Group trip to Samba School meet in hotel lobby at 9:45pm</p>
	<p>1/16</p> <p>am: CLASS 7 (a) UK and BBC (b) Canada</p> <p>pm: Group trip to Sugarloaf Mountain Meet in hotel lobby at 1:45pm</p> <p>eve:</p>	<p>1/17</p> <p>am:</p> <p>pm: CLASS 8 (a) India (b) Africa</p> <p>eve: Live music event?</p>	<p>1/18</p> <p>am: CLASS 9 (a) Korea and Japan (b) China</p> <p>pm:</p> <p>eve: Live music event?</p>	<p>1/19</p> <p>am:</p> <p>pm: CLASS 10 (a) (b) Guest speaker –</p> <p>eve:</p>	<p>1/20</p> <p>am: CLASS 11 Interactive, gamification, and the future.</p> <p>pm:</p> <p>eve: Group meal meet in hotel lobby 6:45pm</p>	<p>1/21</p> <p>departure</p>

NOTES: 1. Morning classes run 10am-1pm. Afternoon classes run 2pm-5pm