



BIMM Entrepreneur's Diploma in Music Business

Location

BIMM Brighton

Course Overview

This course is equivalent to two 'A' levels and provides an opportunity to gain a thorough grounding in business principles whilst investigating the Music Industry and 'getting your hands dirty' working alongside artists, record labels, publishers, retail, radio stations and press. An exciting programme, leading to vocational progression into industry and also progression into specialist and general business studies at University level.

Graduates from this programme will be well placed to design their own entrepreneurial career path through the industry and make a real difference to maximising an artist's career potential.

Course Contents

Unit	Description
Music Industry Studies	Practical music industry knowledge, that will help you plan your own career. Students will be taken through all aspects of the music industry, including record and publishing deals, management, music synchronisation, legal issues, copyright, live music, as well as developing and understanding structures and relationships within the industry.
Personal Career Development	Developing an effective professional approach to working with artists, labels, publishers, live agents etc. Includes effective communication and information, and how to handle high pressure business situations. Writing a CV, interview technique and professional presentation.
Music Industry Marketing and Promotion	Exploring creative music product promotion. Formulation of inventive and appropriate marketing strategies for record releases, live shows, merchandising and promotion.
Music Event Management	Introduction to financial accounting within the music industry. Project management of single and album campaigns, live shows and press. Involves interaction with solo artists, bands, management and record labels. Rehearsal organisation, promotion, marketing, leadership, venues and promoters, tour management, stage management and budgeting are all areas for study.
E Business	Covers all aspects of internet related marketing, promotion and sales relating to music product.
Entrepreneur's Guide to Starting a Business	Business planning, writing a business plan, risk management, principles of entrepreneurship.

Progression route

BIMM Professional Diploma in Live Sound and Tour Production