

Music Marketing, Media & Communications Interview Guidelines

What to expect

Interviews last one hour and are 1-1 with a BIMM assessor either in person at a BIMM campus or online on Zoom. If you opted for a Zoom audition, you will receive your joining link on the day of your interview. You will be asked some questions about yourself and will have the opportunity to ask any questions you may have about the course.

What to prepare ahead of the day

We're excited to learn more about your journey, interests, and aspirations during your upcoming interview. The session is designed to be a conversational and open dialogue, offering you the chance to share your passions while also exploring how this course can support your goals.

To help you prepare, we encourage you to reflect on the following themes, which will guide our discussion:

Motivation and Passion for the Industry

- Reflect on what draws you to the music and creative industries.
- Share personal moments or experiences that solidified your passion.
- Be ready to discuss your aspirations, the areas you're most interested in exploring, and the role you see yourself playing in the industry.

Influential Experiences and Inspirations

- Think about an event, figure, or aspect of the industry that has inspired you.
- This could include artists, labels, companies, festivals, or professionals you admire, and why these have had a meaningful impact on your perspective or aspirations.

Relevant Experience and Transferable Skills

- Highlight any relevant experiences you've had, such as internships, gigs, or personal projects.
- Consider how skills from other areas, such as marketing, social media, or business, might benefit you in the music and creative industries.
- Reflect on live events or gigs you've attended and the insights you gained from those experiences.

If you have any questions about what to prepare please email submissions@bimm.ac.uk