

# BA (Hons) Music Business & Event Management

Introduction Pack

## **Acceptance Packs – Course Information**

**Course:** Music Business & Event Management

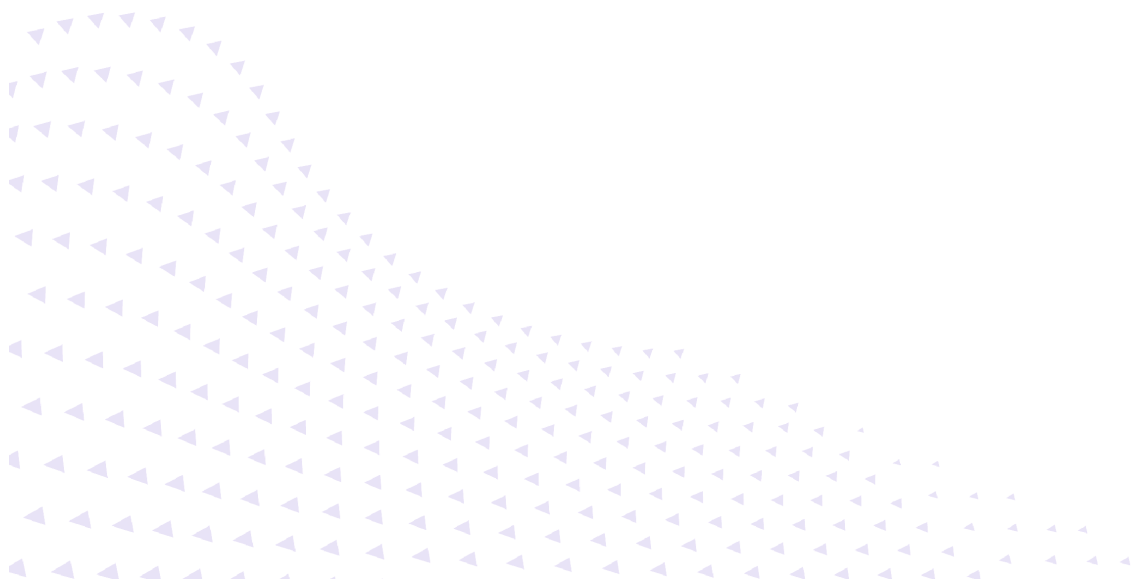
### **Course Welcome/ Introduction**

Welcome to Music Business & Events Management at BIMM. As you progress through the course, you can specialise in topics that interest you most. This is possible through our optional modules in year 2 and 3, such as Community, Cultural & Sports Events, Touring and Live Events, Digital Arts & Branding, Business Ethics & Music Law, Creative Economics and more. By the end of your course, you'll have a portfolio of skills in perfect balance with whichever career path you've chosen.

Subject modules will feature core elements of event management and music business, as well as the roles, responsibilities and processes which connect the two interconnected industries. You'll learn the key skills and strategies to effectively create, plan and produce your own event. You will study the management of artists, international tours and large-scale music festivals, whilst also exploring the growing issue of sustainability.

You will also leave the course highly skilled in the digital world, with in-depth learning of social media and digital marketing.

Upon completion of the course, you will graduate with a portfolio of work that empowers you with the skills and drive to be successful in a fast-moving, competitive and creative environment.



## Essential equipment and software

### What you'll need to bring with you

- Laptop or device for word processing (ideally also capable of running Creative Cloud)
- Stationery

### What we will provide upon enrolment

- Microsoft Office 365 Suite
- Adobe Creative Cloud

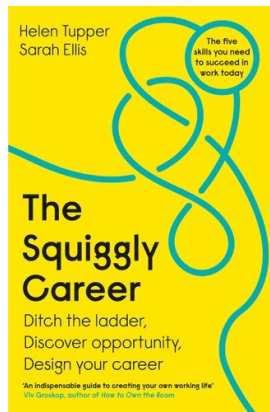
## How to prepare to get the most out of your studies

### Get a head start with reading for your course

The Course Leaders have selected one essential core text for each of your semester one modules. It's worth getting your hands on these in the summer as these are texts that you'll refer to again and again during your studies.

#### **The Squiggly Career** by Helen Tupper & Sarah Ellis

Tupper, H. and Ellis, S. (2020) *The Squiggly Career: - Ditch the Ladder, Discover Opportunity, Design Your Career*. London: Penguin.



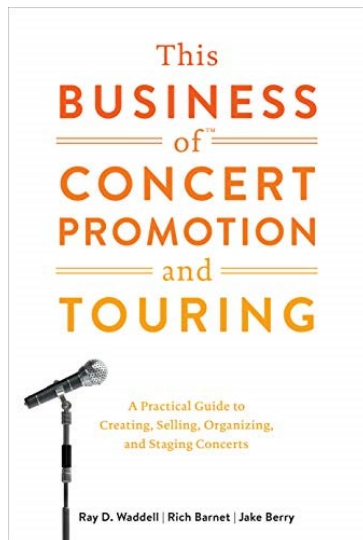
#### Core text for **The Creative Industries & You 1: Finding Your Path**

This bestselling book is a great place to start your journey into the Creative Industries. The Creative Industries & You modules at BIMM are all about following your passions, even if that means the path to your dream career takes some unexpected turns along the way. The *Squiggly Career* helps to put you in the right mindset for the exciting journey ahead.

**This Business of Concert Promotion and Touring** by Jake Berry, Ray D. Waddell and Richard

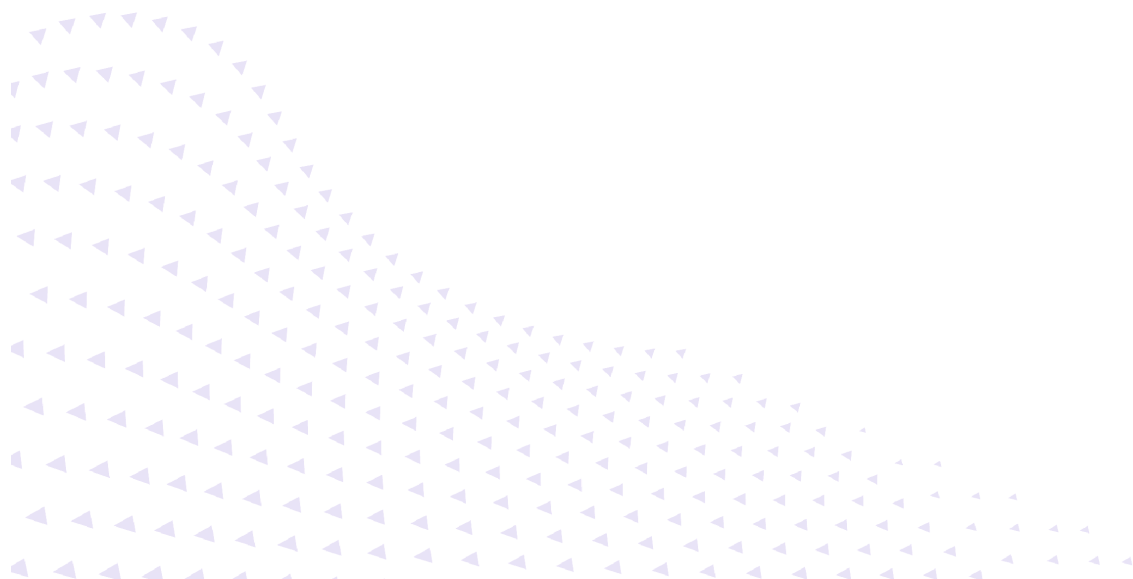
D. Barnett

Barnet, D. Berry, J. & Waddell, R. D. (2010) *This Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts*. New York: Billboard Books.

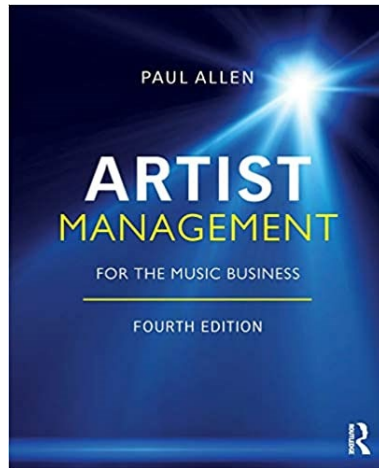


**Core text for *Live Music 1***

This practical guide to putting on gigs covers all of the key stakeholders in the industry, the audience, the promoter, the musicians, agents, venues, managers and even funding organisations. Understanding how all of the areas of the industry connect and interact with each other is essential for making your events sustainable.



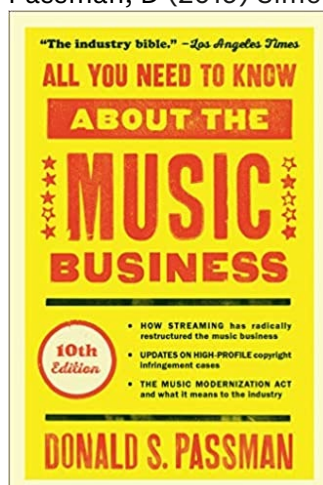
**Artist Management for the Music Business** by Paul Allen  
Allen, P (2018) London: Routledge.



*Core text for Artist Management*

The partnership between artist and manager is the creative ‘life-blood’ of the music industry. This module introduces you to the role of the modern music manager and the ways in which they help artists develop - and sustain - careers in the modern music industry. Artist Management for the Music Business gives a comprehensive view of how to generate income through music and how to strategically plan for future growth. The book is full of valuable practical insights. It includes interviews and case studies with examples of real-world management issues and outcomes.

**All You Need to Know About the Music Business** by Donald S Passman.  
Passman, D (2019) Simon & Schuster, Edition 10



*Core text for The Music Business*

This module is designed to offer you a holistic perspective of the industry, from where you can clearly identify conventions, standard working practices and growth areas. All



you need to know about the Music Business Is the perfect core text to accompany it. For more than twenty-five years, All You Need to Know About the Music Business has been universally regarded as the definitive guide to the music industry. Now in its tenth edition, Donald Passman leads novices and experts alike through what has been the most profound change in the music business since the days of wax cylinders and piano rolls.

