

About the Course

Basic Course Information

Course Title	Music Business and Promotion: <i>digital and social media tools to promote your music</i>								
Course Type	Short Course								
Award on Completion	This course is not externally accredited. However, it can contribute to a BIMM Music Institute or BIMM Professional Certificate when taken in conjunction with other short courses (see below)								
Length of Course	2 weeks								
Location	Berlin	Birmingham	Brighton	Bristol	Dublin	Essex	Leeds	London	Manchester
			X	X				X	
	For further information about our campuses click here .								

Teaching and Learning

The delivery of BIMM Music Institute programmes is tailored to the particular learning goals of the individual course. Specific details vary from time to time in order to maximise student experience. Indicative calendars are issued at the start of each course.

Delivery of this course will be within these parameters:

Teaching

- Your course averages 25 hours of teaching time per week.
- Teaching on BIMM Music Institute's full-time short courses is usually scheduled between the hours of 10am and 5pm, Monday to Friday, excluding bank holidays.
- BIMM Music Institute's *Music Business and Promotion* is a practical course which is taught largely in person.
- We have also found that some experiences (such as tutorials) are better delivered digitally. Any online sessions will be noted clearly in students' timetables. In addition, where public health considerations or other matters outside our control limit access to the campus, this *mixed teaching* approach will ensure that students can continue their learning journey.
- Throughout this course students will be given formative feedback from their tutor and through peer review. However, this course is not formally assessed academically, and no grades are given at the end of the course.

The information included in this pack is provided to enhance your understanding of the course. Please note that some details may vary depending on the cohort.

Summary

Music Business and Promotion is a two-week, full-time course designed to equip musicians and budding marketers with the essential digital, social, and business tools to effectively promote music in the modern landscape.

This practical, immersive course will cover the key aspects of marketing, social media and streaming platforms (Tik Tok, Instagram, YouTube, Spotify, Apple Music) content creation including, photography, video and podcasting using Adobe Creative Cloud.

Music Business and Promotion is designed to improve your understanding, knowledge, and practice in the following core areas:

- social media platforms
- content creation for music promotion (Video, Photography, Podcasting, Adobe CC)
- social media advertising campaigns
- streaming analytics
- email marketing and fan engagement
- business partnerships
- merchandise strategies

Applying for this Course

Application for this course can be made on the BIMM Music Institute website [here](#).

In order to apply for this course, students must be 18 years old or over and have sufficient spoken & written English. The course is suitable for beginners and those with basic skills. There are no specific academic entry requirements for the *Music Business and Promotion* course.

Course Structure and Delivery

BIMM Music Institute Mission

Our mission is to inspire the next generation of industry professionals through the creation of inclusive and creative learning environments, that remove barriers and create opportunities for equal participation in the creative industries and provide the highest standard of industry-led education built on a foundation of collaboration, inclusivity and an entrepreneurial spirit, preparing our students for a sustainable career within the creative industries.

Music Business and Promotion

As an educational institution, BIMM Music Institute's mission is to provide students with a practical, high-quality learning experience grounded in professional industry practice and preparation.

Through our course provision we equip students with the knowledge, skills and mindset to prepare them for successful careers within the screen industries.

We seek to foster an inclusive environment in which creative, mature, focused, and considerate individuals are valued as members of a dynamic community.

We believe collaboration is the bedrock of professional practice that is reflected across the creative industries, and students are required to treat each other with respect and to work together in a professional manner.

BIMM Music Institute's key policies and documents can be found here: [Key Policies](#)

Students explore the following key areas of study during the *Music Business and Promotion* Course:

Social Media Marketing for Music Promotion

You will learn how to utilize major social media platforms like Instagram, TikTok, YouTube, and Facebook to build an engaged audience, create engaging content, and optimize posts for maximum reach and interaction.

Adobe Creative Cloud for Content Creation

Gain foundational skills in Adobe Creative Cloud tools like Photoshop and Premiere Pro to create and edit high-quality visuals and videos, enhancing your ability to promote music with professional content.

Digital Advertising and Paid Campaigns

This section covers how to design and execute effective paid campaigns across social media platforms, using targeting tools to increase visibility and drive music sales or streams.

Data Analytics and Streaming Platforms

You will explore music streaming platforms like Spotify and Apple Music, learning how to analyse data and metrics to optimize promotional strategies and track the success of music releases.

Email Marketing and Fan Engagement

Learn how to build and manage a fanbase through email marketing, creating newsletters and exclusive content to keep fans engaged and informed about upcoming releases, events, and merchandise.

Building Partnerships and Branding

Study how to establish and leverage partnerships with influencers, brands, and other artists, while also learning to develop a strong, cohesive brand identity that resonates with your target audience.

Sample Indicative Timetable

specific details may vary from cohort to cohort

Day	Session
Week 1 Monday	Overview of Digital marketing: evolution and impact of digital; basics of marketing and promotion; the value of brand: what is yours?
Week 1 Tuesday	Understanding the Platforms: Meta Platforms; Facebook; Instagram; Threads
Week 1 Wednesday	Understanding the Platforms: Other platforms; Twitter – X; Tik Tok ; Bluesky and other platforms
Week 1 Thursday	Brand Creation, Curation, and Communication: role of creative branding; implementation of brand; communication methodology and brand strategy
Week 1 Friday	Audience Analysis, Behaviour, and Segmentation: techniques for audience segmentation and audience profiling; evaluating user behaviours; advertising and paid campaigns
Week 2 Monday	Fan Engagement: D2C engagement; email marketing; engagement platforms – Bandcamp etc; Patreon and subscription models
Week 2 Tuesday	Developing your Brand – platforms: introduction to software for content creation; Adobe Creative Cloud; Canva and Cap Cut; choosing your design platform

Week 2 Wednesday	Developing your Brand – techniques: establishing brand values; editing and processing images; text within and out of images; portraying your message and brand values; content creation workshop
Week 2 Thursday	Understanding DSPs: mechanics of Spotify, Apple and other Digital Service Providers, and managing profiles; aggregation of music
Week 2 Friday	Building your Campaign: creating a campaign strategy and planner; timelines and KPI's; measuring successes

Please note that this is an indicative calendar. Specific details including the order of modules may vary from cohort to cohort. Students will be issued with a more detailed schedule at the start of the course.

Being at BIMM Music Institute

Teaching and Learning

The *Music Business and Promotion* course forms part of the non-accredited course delivery run by BIMM Music Institute. The course structure comprises of a range of teaching and delivery patterns: lectures, workshops, and practical exercises. Transferable skills are encouraged, and students are given the opportunity to learn and participate through practice.

Course details are contained within the Student Guide which students will be given when they start the course. The Student Guide is the core course document containing specific learning outcomes for each weekly session in line with the overall objectives of the course.

BIMM Music Institute encourages independent learning and reflective learning, and students may be given structured homework to complete, encouraged to practice their skills independently or challenged to network and consider key industry contacts.

Tutors

BIMM Music Institute works with a large team of teaching staff across its full portfolio of courses, profiles of many of whom you can find on our website [here](#).

Student Support

BIMM Music Institute is committed to providing and supporting a diverse and inclusive environment that promotes and develops equality of opportunity for all students and staff. We seek to continually improve our standards across the student lifecycle encompassing access and admission; support and progression; and graduate employability and entrepreneurship.

We seek to provide a caring, supportive environment that recognises each student as a unique individual and fosters their personal and professional development. We are committed to each student's wellbeing, and there are a range of support mechanisms in place to aid student progression through their course of study.

Our [Key Policies](#) section on the website gives guidance on the support structures open to students at the School.

Formative Feedback

Throughout this course students will be given formative feedback from their tutor and through peer review. However, this course is not formally assessed academically, and no grades are given at the end of the course.

In addition, BIMM Music Institute provides regular opportunities for students to give each other feedback through the learning system, which encourages feedback within peer-to-peer sessions. Being able to critically reflect on your own work and the work of your fellow students in a constructive, meaningful way, both verbally and in written form, demonstrates good practice and enhances your learning experience.

Evaluative Feedback

BIMM Music Institute is committed to continual improvement, and student feedback – both informal and formal – is an important part of the evaluative feedback we use. Students are therefore invited to complete a feedback form at the end of their course.

Professional Certificate (ProCert)

At the end of this course you will receive a Certificate of Completion for the course (subject to successful completion of the course).

Whilst courses are not formally assessed and are not credit bearing, part time and short courses of 2, 4 and 8 weeks taken independently over a period of 3 years across all subject matters amounting to 20 weeks full time can be taken together to achieve a BIMM Music Institute / BIMM Professional Certificate or ProCert as follows, subject to successful completion of the courses:

Course Type	Full Time Equivalent
Foundation (12 week evening course)	1 week
Part Time (20 weeks of teaching)	8 weeks
Two Week (full time)	2 weeks
Four Week (full time)	4 weeks
Eight Week (full time)	8 weeks
Three Month (full time)	12 weeks
Certificate	20 weeks

Costs

Tuition Fees can be found on the course page on the BIMM Music Institute website [here](#).