



Essentials of Music Business Marketing

A sound education since 1976

This course is aimed at artists, managers and industry professionals wishing to market their products within the Music Industry with specific emphasis on industry structures and strategies both for small and large business models. Topics covered include: promotion, branding, marketing strategies, business plans, press kits and the basic economics of cash flow, profit/loss and tax and VAT. The course is aimed at demystifying the intricacies of business, explaining the need for good general business practice and demonstrating benefits of careful marketing of your product.

Course Content:

- An introduction to general marketing and promotion, definitions of marketing
- The role of marketing and promotion within the Music Industry, branding and the marketing mix
- Creating marketing strategy, how to use related media
- Creating press kits, using the Internet as a marketing tool
- Business set up – research, structure, legalities and roles and responsibilities
- The world of plans – Business, Strategic, Operational, Action
- Profit and loss and cash flow projection
- Understanding tax and VAT

Delivery mode: 2 days each divided into two 3hr practical sessions + 1 hr lunch break (14 hours total)

Class Size: 10 maximum

Dates: Please check website for availability

Studio: Lecture Room

All courses are taught in small groups in a professional environment to ensure each delegate will get as much out of the course as possible. The shorter 1 and 2 day courses are designed for delegates to get a basic understanding and practical experience for most essential aspects of the subject. We assume that delegates opting for these courses have little or no knowledge or experience. These courses are therefore taught from basic principles.

The 10 week evening courses allow the delegates to gain a deeper understanding of the underlying principles and concepts behind the technology and its wider applications. Delegates will also have a far more comprehensive practical experience, thereby gaining fluency, accuracy and confidence. Weekly sessions allow the information to be thoroughly assimilated, and give the opportunity to practice techniques and formulate plenty of questions between lessons.