

BA (Hons)

Music Business
Management



**WE
WERE
BORN
TO BE
REAL
NOT
PERFECT**

YOUR FUTURE IN MUSIC

Are you an aspiring music manager, record label executive, live event organiser or a business-savvy recording artist who wants to get ahead of the competition?

The BA (Hons) Music Business Management degree aims to nurture creative and ambitious students with a passion for music and business, developing in them future-facing skills and critical knowledge required to develop a successful career in the modern music industry.

This is possibly the most exciting time to be entering the music business with digital opportunities bringing a renewed optimism and five years of solid industry growth. Young, ambitious and skilled new entrants are better placed than most to prosper in the new global streaming economy with many of the rules yet to be written. The skills you'll learn at LCCM, including social media marketing, building an audience online with growth hacking, artist branding and data analysis, are in demand right now.

INTEGRATED FOUNDATION YEAR

Our Foundation in Music Business (Year 0) is designed for students who haven't studied any of the core subject areas previously and want to acquire or reinforce the skills required for success at undergraduate level or entry-level work in the entertainment sector.

The foundation year will build upon your passion and experience of music as a fan or hobbyist and give you the necessary skills and knowledge to prepare you for study at Level 4. You will learn essential business, academic and digital skills that will set you up for both your future studies and your professional career.

You will develop the necessary written and online communication skills to engage, persuade and convince others of the merits of your ideas and music projects. As you develop an active curiosity and fluency in the terminology and principles of business, media and communications, you will be ready to make the most of the rest of your studies and for the realities of work in the industry.



OUR BA DEGREE

You will learn to think critically and act creatively to navigate the opportunities of the emerging digital music landscape. By combining established industry practice, emerging technology, applicable theory and real-life opportunities to test what you have learnt, you will develop professionally by:

- Harnessing the power of social media and audience data
- Developing and communicating brand identity and ideas
- Managing and exploiting intellectual property for artists
- Build audiences and a sustainable market for talent

→ Deliver successful music projects for individuals and organisations

During this degree, you will build incremental and progressively deeper knowledge and understanding of music management, the rights and royalty streams of music publishing and the recorded music sector, live event management and promotion and the inner workings of the streaming music economy.

KEY FACTS

Institution code:

L83

UCAS code:

MBM0

Credits:

With integrated
Foundation Year 480
BA 360

Study Mode:

Full-time & part-time

Duration:

With Foundation FT: 4 years
BA FT: 3 years

Fees:

Full-time UK / EEA: £9,250
per year

Funding:

SFE funding available

Start Date:

October

Age:

18

COURSE STRUCTURE

FOUNDATION YEAR

Semester 1

- Music Business Studies
- Music Industry Language and Technology
- Essential Study Skills & Academic Writing

Semester 2

- Establishing a Web Presence
- Social Media Stories
- Filesharing, Fisticuffs & the Philosophy of Copyright

YEAR 2

Semester 1

- Entertainment Law & Litigation
- Artist Branding & Audience Development
- Online Exploitation & Royalty Collection

Semester 2

- International Exploitation & Royalty Collection
- Ticketing & Touring
- Growth Hacking

YEAR 1

Semester 1

- Industry Landscape & Streaming Economy
- History of Popular Music – Context & Culture
- Music Industry News & Digital Trends

Semester 2

- History of Popular Music – Crate Digging
- Rights & Royalties: Labels & Publishing
- Event Management & Promotion

YEAR 3

Semester 1

- Entertainment Science
- Artist Management Project

Semester 2

- Data Insights & Communication
- Business Project

YOUR CAREER PATHS

This course is designed to equip you with the skills, knowledge and connections necessary to establish a lasting career in music. The list below highlights some of the career options available:

- Music industry entrepreneur
- Artist development and A&R
- Copyright administration & collection
- Record label marketing
- Music publishing business
- Event promoter
- Brand partnerships
- Artist manager
- Music writer
- Artist
- Music producer

ENTRY REQUIREMENTS

3 year specification:

- A minimum of 96 UCAS points gained from at least two full Level 3 qualifications (e.g., A Level, BTEC Diploma) which must include at least one in the following subject areas:
 - Music Technology, Business Studies or Economics, Media Studies or English Language
 - An Access to Higher Education course or a BTEC Extended Diploma will be considered as equivalent to two full Level 3 qualifications.
- GCSE grade C/4 or above in Maths and English or a Level 2 equivalent (e.g., Functional Skills).

4 year specification:

- A minimum of 48 UCAS points gained from at least two full Level 3 qualifications (e.g., A Level, BTEC Diploma) plus
- GCSE grade C/4 or above in Maths and English or a Level 2 equivalent (e.g., Functional Skills).

We also welcome applications from mature students (21+ years) and those without formal qualifications but with demonstrable passion for and practical experience in the music industry.

PERSONAL STATEMENT

The personal statement is an important part of your application and is your chance to tell us what your aims in the music business are and why it interests you. Your ability to communicate effectively is important, so the quality of your writing is a factor in how we make our decision. In particular, we will be looking for you to show an interest in the music business, demonstrated by one or more of the following:

- Enthusiasm for listening to live or recorded music
- Reading about music/the music industry
- Organising gigs or music events

ACADEMIC PARTNER

This course is validated by:



CONTACT

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**DEFINE
YOUR
MUSIC
CAREER**