



Certificate in Music Business

*The music industry is dynamic with multiple career pathways
Come learn from experts and regulators in the industry*

Description

Music business opportunities are available in promotion, music publishing, distribution, artist management and legal counsel. To have a successful career in this global multi-billion-dollar industry interested individuals need to understand all aspects of the industry. This Music Business course presents a holistic overview of the recording and music industry, and explains how the various segments operate on a day-to-day basis. It also presents the career opportunities that are available within the industry, and the knowledge and skills you'll need to achieve your goals.

Career opportunities include:

- Artist
- Booking agent
- Promoter
- Artist Manager

Course Topics:

Introduction to the Music Industry

- Key Segments
- Key Players Roles, Responsibilities and Relationships
- Career and Income opportunities

Publishing

- Background on Music Publishing
- Setting up own Label and put out own Releases
- Music Publishing Royalties , Deals

Major Record Companies VS Independent Record Companies

- Finding the Right Label - Major, Subsidiary and Independent Labels
- Picking the Right Deal – Production and Label Deals, Pressing and Distribution Deals Joint Ventures, Foreign Licensing
- Signing the Deal - How long, ownership, royalty streams, protection of earnings
- Reasons That Record Deals Get Broken

Recording and Manufacturing, Marketing and Distribution

- Making the Record – budgeting, choosing the studio, choosing the producer and engineer
- Preparing for Your Record Release - paperwork: license and permissions
- Preparing for Manufacture - the Cover, Artwork, Graphic Design,
- Marketing and Distribution – marketing process , merchandising, airplay, publicity, touring

Protecting the Interest of the Artist

- Licensing Music - Music in Film, Television, and Other Media
- Resources and Associations
- Registration of Business
- Copyrights and Collections

Career Management

- Making Your Demo and Getting Heard
- Identifying the Team
- Roles - Various Managers, Attorneys, Booking agents, Independent Contractor
- Employment Agreements

Develop Business Plan for a Music Business Project

- Elements of a Music Business Plan
- Develop a Music Business Plan

Duration: 4 Weeks,

Delivery Method: Face-to-Face instruction and Live Online
Instructor-Led

Face-to-Face Programmes	Live Online Instructor-Led
Registration Fee: J\$1,000.00	Registration Fee: J\$1,000.00
Cost - \$25,000 per person	Cost - \$22,000.00 per person

Date: See summer schedule at www.captech.edu.jm/summer.php

For registration and payment details visit:

<http://captech.edu.jm/apply.php>