



ENTERTAINMENT BUSINESS --- MANAGEMENT



AN ENTERTAINMENT BUSINESS MANAGEMENT GRADUATE WHO IS LIVING OUT HER DREAMS. MEET SOPHIE BROWN.

JMC

The Academy of Creativity

Australia's leading creative industries provider, JMC has been nurturing passionate creatives for over 40 years with industry-ready Diplomas & Degrees.

+ Australia's first Higher Education college for Creative Industries

+ Hands-on learning & small class sizes

+ Expert industry-based lecturers & mentors

+ World class studios & facilities

+ Industry internships for real world experience

+ International study tours & global network

+ Fully accredited independent Academy





ENTERTAINMENT BUSINESS MANAGEMENT

Course Overview

Do you dream of a career in Entertainment – the beating heart of the vast and growing creative industries?

If you aspire to manage the next big artist, re-imagine the live events space or curate your very own label, read on...

Entertainment Business Management at JMC is rigorous and rewarding, innovative and inspiring. Offering you the best of both worlds, this course is designed to teach you cutting-edge business and management skills along with the contextual knowledge and practice applicable to the exciting and expansive world of entertainment.

At JMC, you will be taught and mentored directly by those who have carved out their own successful careers in the areas of artist and event management, music publishing, label management, and marketing and promotions. You'll gain a deep understanding and real insight into every aspect of the industry and how to succeed in it.

During the course you will develop specific skills in artist management, event and festival management, marketing and content development, entrepreneurship, business planning, contract negotiations, budgeting and finance, copyright and intellectual property. All while building your own enviable network of industry and peer contacts along the way.

This course will ensure you graduate empowered to either carve out your own niche in industry or re-imagine and drive the future of the current industry in a new direction.

COURSE STRUCTURE

Entertainment Business Management

INTAKES

- February, June, September

DIPLOMA

- Diploma of Entertainment Business Management
- 2 trimesters

BACHELOR

- Bachelor of Entertainment Business Management
- 6 trimesters

○ — DIPLOMA — ○

○ — BACHELOR — ○

TRIMESTER
01

EBM201
Entertainment History

EBM202
Producing Creative Projects 1
(Visual & Brand Fundamentals)

EBM203
The Scope of Entertainment Business

EBM204
Introduction to Events

TRIMESTER
02

EBM205
Entertainment Marketing

EBM206
Talent Discovery & Development
(A&R)

EBM207
Copyright and Publishing

EBM208
Intermediate Event Management

TRIMESTER
03

EBM301
Entertainment Business Finance

EBM308
Producing Creative Projects 2
(Audio & Consumer Content)

EBM408
Trend Forecasting

EBM303
Talent Management

TRIMESTER
04

EBM306
Tour Management

EBM403
Creative Development Hub

EBM305
Business Planning and Funding

EBM302
Producing Creative Projects 3
(Transmedia & Professional Content)

TRIMESTER
05

EBM401
Major Project 1

EBM402
Strategic Public Relations

EBM307
Advanced Event Management

Elective 2:
Choose one

TRIMESTER
06

EBM405
Major Project 2

EBM406
Deal Making

EBM407
Festival Management

EBM410
Digital Commerce

Elective Options

EBM404
Talent Management 2 EBM303

EBM309
EDM & DJ Management

EBM409
International Tour Planning EBM306

Special Options by Application:

COL400
International Study Tour

COL401
Internship

COL402 [T6 ELECTIVE ONLY]
E-Portfolio

Students who meet all criteria may exit here with a Diploma of Entertainment Business Management

Students who meet all criteria may graduate here with a Bachelor of Entertainment Business Management

PREREQUISITES

- Prerequisites for a unit are shown in small font, example:

UNIT CODE
Unit of study title

PREREQUISITE CODE

CAREERS

Hit the ground running, ready to make your mark on the industry, in one of the following roles:

- + Artist Manager
- + Event Manager
- + Festival Producer
- + Business Manager or Entrepreneur
- + Label Owner/Manger
- + Tour Manager
- + A&R Manager
- + Event Producer
- + Operations/Venue Manager
- + Stage Manager

- + Digital Marketer
- + Promotions Manager
- + Social Media Strategist
- + Booking Agent
- + Copyright/Royalties Manager
- + Licensing Manager
- + Media Publisher
- + Digital Music Distributor



MEET OUR ALUMNI



INTERNSHIP

Our internship subject is designed to connect students with industry partners to get real-world experience and put you in the best position to land employment. We partner with companies and organisations such as [Laneway Festival](#), [Variety Australia](#), [Rolling Stone Australia](#), [BigSound](#), [Ministry of Sound](#), [Woodford Folk Festival](#), [Untitled Group](#), [Universal Music Australia](#), [Unify](#), [Seven Network](#), [Sydney Mardi Gras](#), [St Kilda Festival](#), [Melbourne Fringe Festival](#), [QMusic](#), and more.

OUR PARTNERS





Connect with industry through JMC's Internship Program.

Choose your study path in artist management, marketing, event management, or content creation.

Collaborate with students from music, acting, audio, film, animation, and more on multidisciplinary creative projects.

Personal and tailored approach to your electives, projects and assessments.

Be part of Australia's leading creative community.

EXPERIENCE



How to Apply

CREATIVITY HAS NO LIMITS

+
NEITHER DO WE.

ENTRY REQUIREMENTS*

Year 12 or equivalent min. age 17, with:

- ▶ Completed Application Form
- ▶ Consultation with a JMC Student Advisor
- ▶ Applicants for some courses may require an audition or portfolio

Learn more about JMC Academy's application and interview process at: jmccademy.edu.au/study-at-jmc/

*Domestic students only. International students please visit our website for specific details.

QUALIFICATION

No ATAR/OP required.

INTAKES

February, June, September

POSTGRADUATE STUDY

All JMC Bachelor graduates are eligible to apply for entry into JMC Academy's Master of Creative Industries, or relevant post-grad qualification at any Australian university.

FEE-HELP

JMC Academy is approved for FEE-HELP. Visit studyassist.gov.au for details.

SUPPORT

- ▶ Academic support
- ▶ Study skills + time management
- ▶ Counselling + stress management
- ▶ Mindfulness classes

To apply, visit: jmccademy.edu.au

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YOUR PEOPLE
YOUR FUTURE
YOUR WAY —

APPLY NOW
JMCACADEMY.EDU.AU

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