

ENTERTAINMENT BUSINESS MANAGEMENT



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

UNIT CODE

Unit of study title

PREREQUISITE CODE

INTAKES

· February, June, September

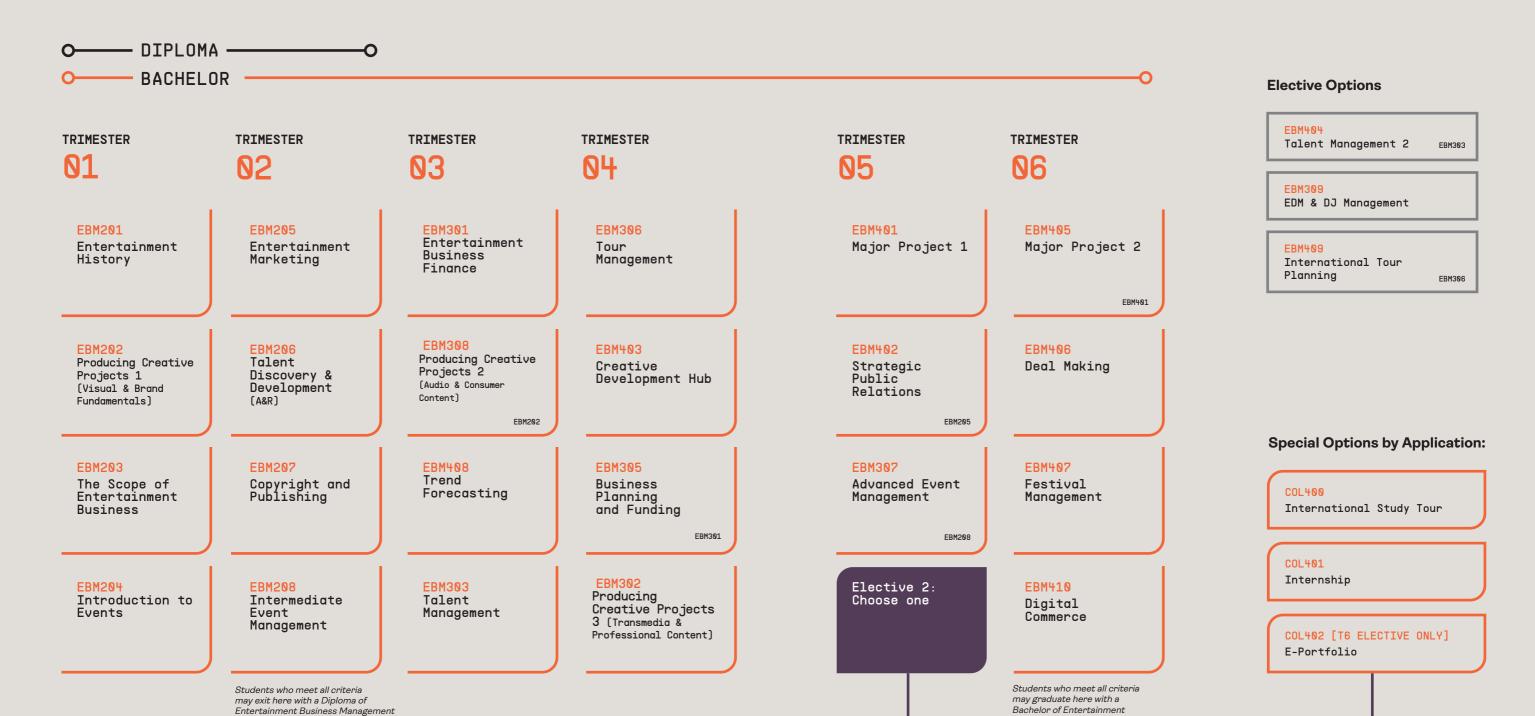
Business Management

DIPLOMA

- Diploma of Entertainment Bachelor of Entertainment **Business Management**
- 2 trimesters

BACHELOR

- **Business Management**
- 6 trimesters



PREREQUISITES

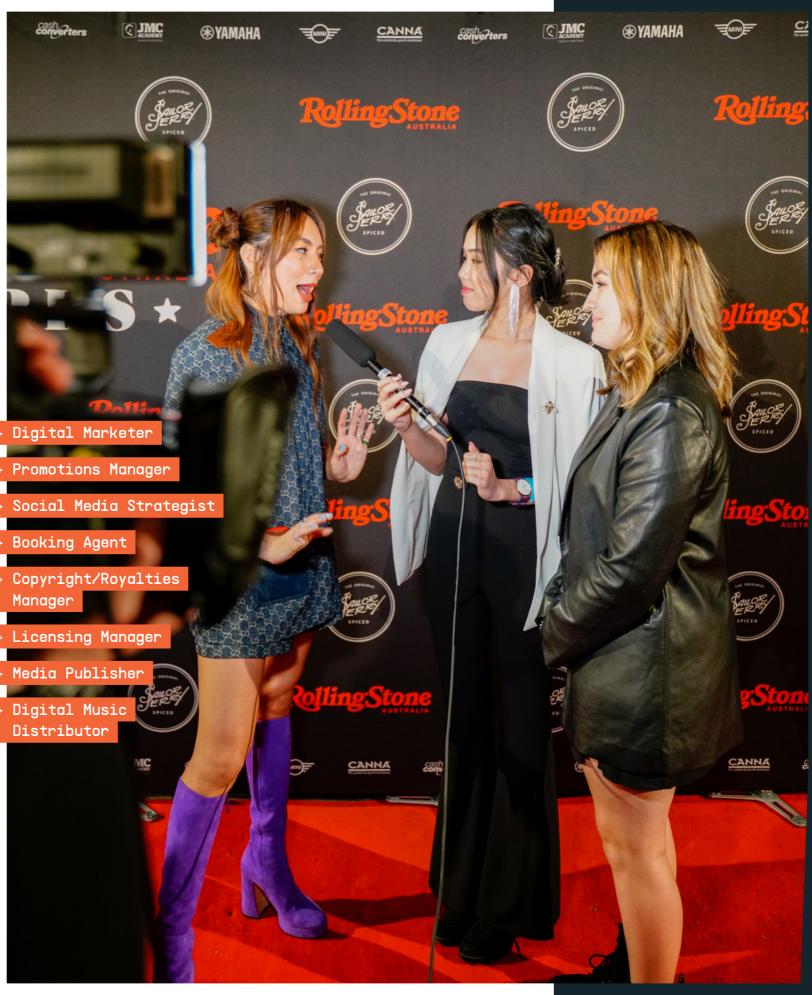
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Prerequisites for a unit are shown

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





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



SXSWL/SYDNEY 2023

RollingStons

DDD MUSIC VICTORIA

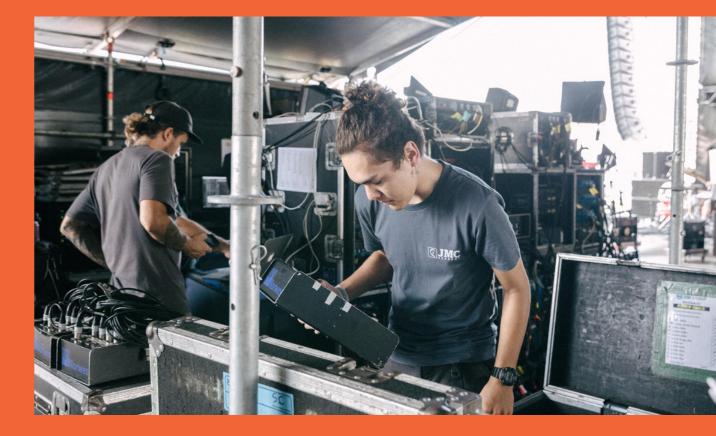
QMUSIC

MUSICNSW









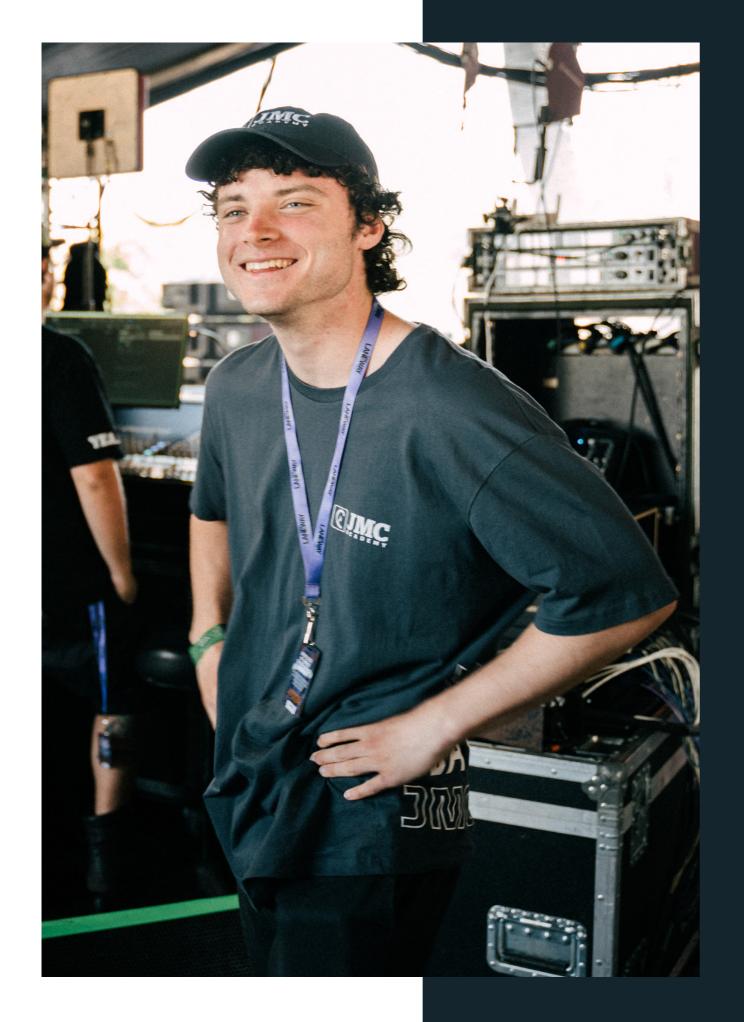
Connect with industry through JMC's Internship Program.

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.



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: jmcacademy.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: jmcacademy.edu.au

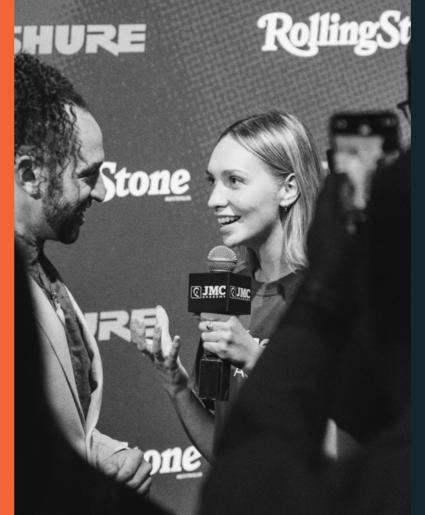














YOUR PEOPLE YOUR FUTURE YOUR WAY ---

APPLY NOW JMCACADEMY.EDU.AU

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Melbourne

208 Park Street South Melbourne VIC 3205 03 9624 2929

Brisbane

75 Grey Street South Brisbane QLD 4101 07 3360 4500









