

# Entertainment Business Management

JMC | The Academy of Creativity

**APPLY NOW:**  
**JMCACADEMY.EDU.AU**

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CRICOS Provider Number: 01259J



# 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.

+ #1 for Skills Development & Student Support against all major Creative Art institutions [QILT '20, '21]

+ Australian-owned, fully accredited independent college

+ 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





# ENTERTAINMENT BUSINESS MANAGEMENT

## Course Overview

Do you dream of producing the ultimate gig, managing the next big artist or nailing the perfect event, the crowds and fans screaming for more? Read on...

In Entertainment Management we are passionately dedicated to developing successful leaders in the Music, Events, Film and TV, Digital Marketing and Talent Management Industries as well as nurturing the entrepreneurial spark in every student.

We understand that the opportunities in this field are vast and that every journey is different. Studying at JMC means your experience will be tailored and personalised to your career aspirations, including a mentored and personal approach to your internships, electives, projects and assessments.

Entertainment Management at JMC is flexible and adaptable, providing you with highly transferable and cutting-edge business management skills. Meet the people who are making waves, get real-world experience in stage, production and events management, music publishing, talent development and gain a deep understanding of every aspect of the industry and how to succeed in it.

Develop your skills further with a **Bachelor degree** and explore content production, marketing, entrepreneurship, business planning, film and TV production management, tour and festival management and negotiating contracts, copyright and intellectual property.

Manage live events, develop promotional campaigns and logistics and gain hands-on production experience, all while building your industry connections and business skills along the way. These skills may be applied to the running of any business in the industry.

# Course Structure

## INTAKES

- ▶ February, June, September

## DIPLOMA

- ▶ Diploma of Entertainment Business Management
- ▶ 2 trimesters (8 months full-time)

## BACHELOR

- ▶ Bachelor of Entertainment (Business Management)
- ▶ 6 trimesters (2 years full-time)

└─ DIPLOMA ─┬─┐

└─ BACHELOR ─┬─┐

TRIMESTER

01

Stage Management

Digital Content Creation 1

Entertainment History

The Scope of Entertainment

TRIMESTER

02

Production Management

Entertainment Marketing

Talent Development [A+R]

Copyright + Publishing

TRIMESTER

03

Digital Content Creation 2

Finance for Entertainment

Producing Creative Projects

Talent Management 1

Choose 1 Elective

TRIMESTER

04

Tour Management

Creative Development Hub

Business Planning + Funding

Choose 1 Elective

TRIMESTER

05

Strategic Public Relations

Incubator 1

Technical Production

Choose 1 Elective

TRIMESTER

06

Deal Making

Festival Management

Incubator 2

Choose 1 Elective

## Elective Options

EDM & DJ Management

Talent management 2

'Cool Hunting'

Internship

International Tour Planning

# CAREERS

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

- + Artist Manager
- + Talent Manager
- + Booking Agent
- + Promoter
- + Event Manager
- + Stage Manager
- + Digital Marketer
- + Copyright/Royalties Manager
- + Licensing Manager
- + Social Media Strategist
- + Music Co-ordinator
- + Label Owner/Manager
- + Production Manager
- + Promotions Manager

- + Media Publisher
- + Festival Organiser
- + Venue Manager
- + Tour Manager
- + A&R Manager
- + Functions Manager
- + Radio Content Producer
- + Digital Music Distributor
- + Business Manager or Entrepreneur
- + Festival Founder/Coordinator
- + Operations/Venue 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 such as [MTV](#), [Ministry of Sound](#), [Foxtel](#), [The Push](#), [BigSound](#), [Woodford](#), [Rolling Stone Awards](#), [Seven Network](#) and [Universal Music Australia](#), [Unify](#), [Merchfan](#), [Sydney Mardis Gras](#), [St Kilda Festival](#), [Fringe Festival](#) and [many more](#).



Connect with industry through JMC's Internship Program

Choose your study path in events, artist management or digital content and marketing

Collaborate on design, music + film student 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

Learn more about application + entry at: [jmcacademy.edu.au](https://jmcacademy.edu.au)

\*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](https://studyassist.gov.au) for details.

### SUPPORT

- ▶ One-on-one academic support
- ▶ Study skills + time management
- ▶ Counselling + stress management
- ▶ Mindfulness classes

To apply, visit: [jmcacademy.edu.au](https://jmcacademy.edu.au)

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