

COURSE CODE: CUS40309 CERTIFICATE IV IN MUSIC BUSINESS

Available to:	Years 11 and 12
Length:	Full Year (26 Weeks) 2 ½ days per week
Accreditation:	45 SACE Credits - Stage 2
Prerequisite:	Cert I and/or Cert II level or have completed Year 10

This course is designed for students who want to enter the music industry in a range of business roles and band or artist managers, booking agents, promoters, music publishers or as self-employed independent musicians. Students will focus on areas of planning - managing and promoting artists and music with a view to creating a viable music career. Each week students will work on their individual music project to focus on areas of music business including:

- Planning – Managing your own business, career planning
- Managing - Artist's management, booking venues, managing the artists business, working in the music industry, copyright and publishing.
- Promoting – Marketing, public relations, promotion of events, artists and product, music licensing

Through this course students will learn a range of skills that encompass the theory and practice of work in the music industry and gain hands on practical experience through project work and running your own small business.

This course will emphasise music business income streams – providing detailed information and learning on music publishing, music licensing, gigs, touring, merch and recorded product so students can look at the best way to monetise music.

Students will be required to have completed studies at Certificate I and/or Certificate II level or have completed year 10. The course focus is on Music Business. As such students do not need to be musicians themselves, but have an interest in the music industry as a career. Musicians are also encouraged to participate, as these are the same skills they will need to pursue their own careers as a self-managed artist in the modern music industry.

Aspects to consider:

- Students gain SACE credits and National Accreditation
- Genuine interest in developing skills in the music industry, music business or event management
- Out of class work required
- Students must be prepared to complete their study **two and a half days a week during school hours** instruction lesson (**Monday & Tuesday 9am to 4pm and Wednesday 12pm to 3.30pm**) conducted off campus in conjunction with the Partnership schools
- An interest in contemporary music and music business is desirable
- Students develop independent learning skills
- Cost (see your VET Coordinator)

Content:

➤ BSBSMB405A	Monitor and manage small business operations	45 hours
➤ CUFCMP301A	Implement copyright arrangements	20 hours
➤ CUSIND301B	Work effectively in the music industry	35 hours
➤ CUSOHS301A	Follow Occupational Health & Safety Procedures	10 hours
➤ CUSEVT301A	Book performance venues	35 hours
➤ CUSMGT402A	Administer music publishing income	35 hours
➤ CUSMGT403A	Manage licensing of music	35 hours
➤ CUSMKG301A	Assist with the promotion of creative acts	35 hours
➤ BSBMKG413A	Promote products and services	40 hours
➤ BSBMKG414A	Undertake marketing activities	50 hours

Assessment: Competency based activities and practical assessments

Qualifications gained: Certificate IV In Music Business CUS40309

Course pathway: Diploma in Music Business (various), Certificate III Marketing and Event Management programs (various – TAFE and University)

Career pathways: Artist/Band Management, Event Management, Marketing & PR, Festivals & Touring

Contact: School VET Coordinator