

DIME **ONLINE**

POWERED BY DETROIT INSTITUTE OF MUSIC EDUCATION

BA(Hons) Music Entrepreneurship

FALMOUTH
UNIVERSITY

MAKE MUSIC YOUR LIFE

BA(Hons) Music Entrepreneurship

Course Information

Full-Time Study (Two-Year Accelerated Mode)

The following overview shows the modules at each academic level a full-time student will be undertaking in the two-year accelerated mode of study.

YEAR	STUDY BLOCK	MODULES			LEVEL
1	1	Artist Income Streams DIMEO-M130 20 CREDITS	Artist Discovery DIMEO-M120 20 CREDITS	The UK and European Music Industry DIMEO-015 20 CREDITS	4
	2	Self Employment DIMEO-M150 20 CREDITS	Artist Deal Suite DIMEO-M160 20 CREDITS	The International Music Industry DIMEO-010 20 CREDITS	
	3	Tour Management DIMEO-M220 20 CREDITS	Breaking a New Artist DIMEO-M210 20 CREDITS	Principles of Record Production DIMEO-020 20 CREDITS	5
2	1	Managing an Established Act DIMEO-M240 20 CREDITS	Negotiation Skills DIMEO-M250 20 CREDITS	History & Context of Artist Management DIMEO-M260 20 CREDITS	6
	2	Personal Skills in Business Development DIMEO-M320 30 CREDITS	Publishing & Copyright Laws DIMEO-030 30 CREDITS		
	3	Professional Practice Portfolio DIMEO-035 20 CREDITS	ME Professional Project DIMEO-M330 40 CREDITS		

Part-Time Study (Four-Year Mode)

The following overview shows the modules at each academic level a part-time student will be undertaking in the four-year mode of study.

YEAR	STUDY BLOCK	MODULES	LEVEL
1	1	Artist Income Streams DIMEO-M130 20 CREDITS	4
	2	Artist Discovery DIMEO-M120 20 CREDITS	
	3	Artist Deal Suite DIMEO-M160 20 CREDITS	
2	1	The UK and European Music Industry DIMEO-015 20 CREDITS	5
	2	Self Employment DIMEO-M150 20 CREDITS	
	3	The International Music Industry DIMEO-010 20 CREDITS	
3	1	Principles of Record Production DIMEO-020 20 CREDITS	6
	2	Negotiation Skills DIMEO-M250 20 CREDITS	
	3	History & Context of Artist Management DIMEO-M260 20 CREDITS	
4	1	Tour Management DIMEO-M220 20 CREDITS	6
	2	Managing an Established Act DIMEO-M240 20 CREDITS	
	3	Breaking a New Artist DIMEO-M210 20 CREDITS	
4	1	Personal Skills in Business Development DIMEO-M320 30 CREDITS	6
	2	ME Professional Project DIMEO-M330 40 CREDITS	
	3	Publishing & Copyright Laws DIMEO-030 30 CREDITS	
4	1	Professional Practice Portfolio DIMEO-035 20 CREDITS	6
	2	Publishing & Copyright Laws DIMEO-030 30 CREDITS	
	3	Professional Practice Portfolio DIMEO-035 20 CREDITS	

Modules

Stage 1: Level 4

Artist Income Streams

The artist manager (or self-managing artist) will need to have a clear sense of where the act's income streams are derived from and how to maximise income and minimise expenses. Additionally, investigation into the ethics of management is considered, as well as the commercial and personal relationship between act and manager. You will study historical instances of disputes between act and manager, as well as systems for resolving disagreement. The module also explores examples of long-term model partnerships, financial modeling, forecasting and cash flow management. By the end of the module you should be able to communicate in an authoritative way with finance professionals such as accountants, banks and third-party investors.

Artist Discovery

In Artist Discovery you will develop higher-level A&R skills. You will be given guidance on finding acts, assessing their potential and making a conceptual link between the musical product, the branding associated with an act and a paying audience. Developing the instinct to assess a potential market size, longevity and brand loyalty in commercially viable acts is the central theme of this module. You will examine the negotiation of early-stage deals and strategies to formulate a grassroots approach to building awareness and a 'buzz' around an act.

Artist Deal Suite

The manager will have to negotiate many different types of deals, each with multiple variations according to the act, territory and organisation. We will look at the common terms and variables within these deals such as record, publishing, sync, live show and tour, merchandising and sponsorship. By the end of this module you should feel equipped to have a considered conversation with music lawyers and other third parties and be able to take an active and informed role in negotiating various deal points.

The UK and European Music Industry

The UK and European Music Industry provides you with a comprehensive overview of both markets and their relationships with each other. It explores how record companies, publishers, managers, agents, writers, artists and merchandising interact in the digital age. The module will cover areas such as sponsorship and product placement, discovering how artists and managers organise these income streams into a coherent business strategy. Lecture content will incorporate the use of case study research on important artists, showing how they organise their commercial affairs in the UK and Europe.

The International Music Industry

The International Music Industry builds on the previous study of The UK and European Music Industry by examining the rapidly changing online developments for record companies and artists. The module will cover the increasingly diverse income streams evolving due to interaction between new mediums and formats. Lecture content will incorporate the use of case study research on important artists, showing how they exploit digital formats and organise their commercial affairs worldwide.

Self-Employment

The manager will have to negotiate many different types of deals, each with multiple variations according to the act, territory and organisation. We will look at the common terms and variables within these deals such as record, publishing, sync, live show and tour, merchandising and sponsorship. By the end of this

module you should feel equipped to have a considered conversation with music lawyers and other third parties and be able to take an active and informed role in negotiating various deal points.

Stage 2: Level 5

Principles of Record Production

Principles of Record Production describes the process of record production by focusing on the journey from a finished arrangement in the rehearsal room (or demo) to a master recording. Areas covered will include song selection and quality control, pre-production and arrangement, choosing a producer, goal setting, mixing, mastering and the psychology of recording. The lessons will explore the strategy of completely removing the demo stage and producing a fully finished master from the outset of the writing process. You will examine the production on various recordings and draw conclusions as to how the production has impacted on the success of the records.

Negotiation Skills

Negotiation skills are rarely taught or even discussed, but the ability to set up and close a deal is completely essential to the managerial skill set. Your leadership qualities and ability to present your projects as credible commercial propositions are just the starting point. In acquiring the experience to drive through a deal, you must develop the ability to identify the important deal points and know where there is the potential for negotiation and when to concede. Practice will make perfect, and you will be guided and supported in your practice throughout the module.

History and Context of Artist Management

In this module you will examine the post-war history and development of artist management within the context of the social, political and business environments of the time. You will examine the work of the successful managers of the past and their continued influence on today's practice. The module will cover the personal relationships between successful artists and managers, exploring the concept of interpersonal relationships in business. You will analyse the key events and the changing legal and business framework of the music industry over the last six decades, helping you make connections with past, present and future in the context of an ever-changing industry.

Tour Management

In the early days of a band or artist's career, it may be necessary for the manager and/or band to take care of the planning and execution of their own touring logistics. In this module you will examine budgets, processes and logistics related to touring, understanding the roles of the various crew members as you do this. The principles of effective promotion will also be discussed, and you will learn how to get the best from a booking agent and a promoter. Finally, we will investigate how the band/artist can create the most effective set list for different situations ranging from short support sets and small venues to festival slots and arena headline shows.

Breaking a New Artist

This module will focus on the strategizing and implementation of a campaign designed to break a new artist. Getting the most out of traditional marketing tools such as videos and press releases will be studied, along with how to effectively exploit social media and other online platforms. You will examine several case studies of successful campaigns from the last five years, drawing conclusions from noteworthy examples of new acts that achieved rapid success. This is an exciting subject, and our tutors have had first hand experience of bands that have rocketed from nowhere into the national consciousness. Although a phenomenon of this kind can occasionally happen by chance, a smart manager who ensures that the right record is promoted in a cohesive way at the right time usually creates the success.

Managing an Established Artist

Breaking an act is one thing, but maintaining their success is another big challenge. We will learn from managers who have worked with acts over many albums, weathering changing fashions and perceptions

in the music industry. Established artists must continually find ways to grow while they endeavor to maintain existing audiences and simultaneously gain new fans. Raising brand awareness utilizing traditional marketing tools will be examined, along with developing a clear strategy for social media and other online platforms. Good management is about making smart choices that maximise the career opportunities available for the artist. Throughout the module, we will examine what these strategies are and how they might be implemented, including the ability to re-establish a familiar name with a definitive record, live show, or press angle.

Stage 3: Level 6

Publishing and Copyright Law

Publishing and Copyright Law provides you with a detailed look at the publishing industry and the opportunity to gain an understanding of the major income streams available to songwriters. The module will examine the content and terms of various types of publishing deals – and how to protect your song rights through knowledge of copyright law. You will also explore other scenarios such as songwriting splits and how to agree them without conflict.

Personal Skills in Business Development

This module deals with the personal and interpersonal 'soft skills' that are fundamental to success in both independent and team contexts. Team role approaches and theory such as Belbin team development and psychometric testing used in business are examined and applied to music industry models (e.g. the members of a band). This module will support your progression towards the Professional Project and Professional Practice Portfolio through developing your objective awareness of your own working style, strengths and weaknesses. Favoured working styles are discussed and the module seeks to foster an awareness of differing personality traits and how they can impact on the performance and outcome of collaborative project work.

Advanced Professional Project

The Advanced Professional Project will build on the work undertaken in the previous project module as you document your own activities and the learning that has taken place since the last project. You will again be asked to look after a band or solo artist of your choosing and organise either a significant studio session (e.g. an entire album) or a set of live dates that cover more than the local area. This could also involve organising a full campaign based around a national tour or a record release, including the use of various forms of social media combined with traditional marketing methods. Your critical reflections on performance and the creative and commercial outcomes from the recording or gigs will underpin the reflective element of the project.

Professional Practice Portfolio

The Professional Practice Portfolio module requires you to research and report on the career opportunities available within your specialist area. You should also comment on how your craft can be contextualised in professional opportunities that will monetise your skills and inspire entrepreneurial practice and artistic excellence. Your Portfolio will also include a personal website and various forms of social media to support your professional work.

Course Fees

DIME ONLINE	2 YEAR, FULL TIME	4 YEAR, PART TIME
BA (Hons) Creative Music Performance – Pursuing Excellence in JTC Guitar	£ 4,620 /yr	£ 3,620 /yr

Student Loans for UK/EU residents are available for all DIME ONLINE degree courses, subject to eligibility criteria.

Students in the US are not currently eligible for Financial Aid to study with DIME ONLINE. However, our affiliate schools in Denver & Detroit can accept Financial Aid for their campus-based degrees.

Alternatively, it may be possible to arrange a payment plan and spread the cost across the academic year. For further details contact the **Finance Office on: 0203 388 8903** or **email: finance@dime-online.org**.

If you would like to apply to study with DIME ONLINE, please contact aapplications@dime-online.org stating which degree program you are interested in. A member of the team will be in touch with you to get your application started.

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