

# ENTERTAINMENT MANAGEMENT

## TRIMESTER 1 - Bachelor & Diploma units

### INTRODUCTION TO ENTERTAINMENT MANAGEMENT

→ Management

This subject examines the music and entertainment industry structures, methodologies, and practices. The subject explores the different sectors within the music and entertainment business including the history of the recorded industry, record labels, music publishing, licensing, artist management, touring, rights management and distribution, merchandising, and media. Students look at key roles in the industry, how they have evolved, and their functions within the current landscape.

### INTRODUCTION TO MARKETING COMMUNICATIONS & BRANDING

→ Marketing

This unit explores the basic principles and practices of marketing in an arts and entertainment environment. Students learn the history of marketing and its functions in a contemporary entertainment society. Students explore strategies employed by the music business and entertainment enterprises to advertise, publicise, and use public relations to promote and differentiate their business.

## TRIMESTER 2 - Bachelor & Diploma units

### COPYRIGHT MANAGEMENT

→ Management

In this unit, students are provided with a comprehensive understanding of the principles of copyright and the way they are applied to the generation of rights and income within publishing and recorded music industries. The subject considers the fundamental role that copyright plays in the exploitation of music and lyrics, sound recordings, artwork, photography, video clips and merchandising, and the generation of royalties.

### EVENT MANAGEMENT THEORY

→ Marketing

In this unit, students are introduced to the provision and management of special events such as music festivals, local music shows, and other entertainment-based projects and events. Students learn the critical elements of creating, staging and facilitating entertainment industry-based events and the role these events play in society and the impact on host communities. The subject will take students through the details of planning an event from inception, through to developing a concept, and then on to the processes for executing the event.

## TRIMESTER 3 - Bachelor only units

### ENTERTAINMENT ECONOMICS & MANAGEMENT FINANCE

→ Management

This unit explores economic principles and management finance within the entertainment industries. It looks at economic methods and analysis, examining how the market system of music and entertainment businesses operate and how resources are allocated. Fundamental economic concepts will be reviewed, such as supply and demand factors, pricing and elasticity, and basic game theory.

### INTRODUCTION TO BUSINESS LAW

→ Applied Entrepreneurship

In this unit, students are introduced to the legal environment of the entertainment industry in Australia. Students gain an understanding of key legal areas of contract, intellectual property, agency, and duty, and liability. Students are introduced to relevant issues such as the significance of insurance, the legal environment for marketing and promotion activities, the regulation of media for the content industries, and the structure of the taxation system with reference to the entertainment industries.

### CRITICAL THINKING

→ Industry Awareness

This subject introduces students to critical thinking and communication skills. Students will strengthen their critical thinking skills through exploring modes of analysis, problem-solving, reflection, evaluation, and creation. Students will be presented with artistic works and industry issues which they'll then critically evaluate, embracing both analytic and synthetic thinking.

### INTRODUCTION TO CREATIVE ENTREPRENEURSHIP

→ Applied Entrepreneurship

In this unit, students will be introduced to principles of creative entrepreneurship in the entertainment business, understanding the creation and strategic exploitation of creative or intellectual capital. Students will draw upon the inspired thought and entrepreneurial accomplishments of leaders in a variety of disciplines in order to understand creative entrepreneurship as a practice through the investigation of personal profiles and case studies.

### CRITICAL SURVEY

→ Industry Awareness

In this subject, students are presented with a broad survey of the entertainment industry and are engaged to critically examine industry roles, practices, and structures. This comprehensive industry overview is intended to assist students in their professional development and to provide them with the necessary understanding to aid them in obtaining a position as an entertainment and arts professional.

### PUBLICITY & PROMOTIONS

→ Marketing

In this unit, students gain an understanding of core promotional activities and the role of a publicist within the entertainment industry. Various outlets for promotion are explored with an assessment of the unique characteristics of TV, radio, print, and online as distinctive media with their own requirements. The unit will also look at the role of the media and how to handle them during crisis situations with regard to promotion and publicity.

### TRIMESTER 3 (continued) - Bachelor only units

#### APPLIED EVENT MANAGEMENT

→ Applied Entrepreneurship

This subject introduces and discusses the management of special events such as music festivals, local music shows, and other entertainment-based projects and events. Students create and deliver their own events from inception, developing a concept, and then the processes for executing the plan. Students will learn about drafting performance agreements for artists, drafting venue hire agreements, securing a venue and negotiating a fee, and developing an event strategy.

### TRIMESTER 4 - Bachelor only units

#### BUSINESS STRUCTURES & ORGANISATIONAL BEHAVIOUR

→ Management

This unit examines the fundamentals of business structures, tax liabilities, corporate governance, policies, and hiring practices with the Not-For-Profit and For-Profit sectors of the entertainment industries. Students will engage with the theoretical and practical applications of the development of creative business defining the organisational inception, growth, and behaviour.

#### CONSUMER BEHAVIOUR / CRM

→ Marketing

In this unit, students explore consumer behaviour and customer relationship management (CRM) as they apply to the entertainment industry. Why do consumers behave differently? What causes marketing cynicism? How is the target audience identified? How is innovation diffused across market segmentation? Consumer behaviour has developed to include disciplines such as psychology, demographics, psychographics, sociographic, and customer retention and acquisition analysis.

### TRIMESTER 5 - Bachelor only units

#### BUSINESS STRATEGY & DESIGN THINKING

→ Management

In this unit, students explore strategy through the lens of Porter's 5 forces, PESTEL, design thinking, and customer co-creation including customer experience and service design in an entertainment industry context. Students will prepare a strategic plan and examine topics such as: strategic alliances, commercial joint venture partnerships, customer co-creation, design thinking principles, business model generator methodologies, innovation strategies, and business sustainability.

#### MARKETING RESEARCH

→ Marketing

In this unit, students learn to plan and conduct practical marketing research relevant to the arts and entertainment industries. The topics covered are Marketing Research Definition, The Research Process, Problem Definition, Planning The Research Design, Qualitative and Quantitative Research, Sampling Procedures, Market Analysis, and Data Analysis.

#### VENUE MANAGEMENT

→ Industry Awareness

This subject will look at issues such as risk assessment, stakeholder relationships, regulatory frameworks, and the impact of venues on surrounding communities. Students will visit a variety of venues of different sizes and functions providing an introduction to the principal types of venues. Students will prepare a proposal for a venue with full details informed by the knowledge and experience garnered in this subject.

#### APPLIED TALENT MANAGEMENT

→ Applied Entrepreneurship

This subject examines entertainment industry management structures, methods, and practices. Students will gain an understanding of the importance of strategic planning within an arts and entertainment context, evaluating the range of activities with which the entertainment manager regularly engages, and then puts these activities into practice. Students strategically identify practical targets for the creative's presence in areas such as touring, marketing, publicity, and other revenue opportunities.

#### TOUR MANAGEMENT

→ Industry Awareness

In this unit, students will learn the components of a successful tour and learn effective merchandising and promotion techniques. Students will learn the technical side of touring: stage plots, sound and lights, management of logistics & scheduling, budgeting, insurance and risk and how to settle up the show when the music's over. Students will be expected to present a tour plan for a client of their choice.

#### APPLIED RIGHTS MANAGEMENT

→ Applied Entrepreneurship

In this unit, students investigate real-life rights management scenarios to undertake processes and procedures in rights management with a view to generating income from the exploitation of rights. Students will be required to create or acquire artistic works (sound recordings, music and lyrics, video, artworks, works of literature, merchandise, etc) and undertake processes to generate income.

#### GROUP PROJECT

→ Industry Awareness

In this subject, students work across degree programs and areas of specialization to plan and execute a collaborative project. Students will work with a mentor who will provide guidance and advice as students propose, plan, and execute their project.

## TRIMESTER 6 - Bachelor only units

### **INTERNATIONAL MUSIC BUSINESS MANAGEMENT**

→ Management

This unit examines the management of international arts and entertainment companies. Students will investigate the impact of international networks and distribution systems and will review the emergence of mega-entertainment corporations and international copyright regimes. This unit also explores cultural policy and the government's role in the entertainment sector in Australia. From the macro level of Commonwealth policy, to state and local governments through sources such as trade and foreign affairs, these influences are appraised and evaluated.

### **FUNDING FOR THE CREATIVE ARTS**

→ Marketing

In this unit, students explore the various sources of support and funding for the creative arts in Australia. Students will be introduced to the practical and legal implications of the various funding approaches and programs, the processes of applying for and negotiating funding agreements, and the rights and responsibilities involved in such arrangements.

### **APPLIED BUSINESS MANAGEMENT / NEW VENTURE**

→ Applied Entrepreneurship

Students will explore a business development opportunity and actively apply these insights in real-time. Throughout this unit, students have the opportunity to actively work with an artist to build a management plan for them and with them or put together a release plan for a CD released for the Collarts label. Students also have the opportunity to develop a comprehensive business plan for a business idea or work on another project approved by the lecturer.

### **INDUSTRY PLACEMENT**

→ Industry Awareness

This unit is to be completed in the last trimester of every student's academic career at Collarts and aims to build on all skills and knowledge previously acquired throughout the course. While it is a stand-alone subject, it aims to provide students with practical experience that contextualises their course work to date. Entertainment Management students will apply for, and successfully undertake 60 hours of practical placement.