

# LCCM

London College of Creative Media

BA (Hons)

# Music Industry Management

Validated by:



The Open  
University

BA (Hons)

# Music Industry Management

The music business is changing at a rapid pace. The introduction of streaming services such as Spotify & Apple music, the global growth of the live music industry and the increasing demand for music to be used in film, TV and advertising have all contributed to the maturing of the music business into a highly organised and career enhancing industry. These changes mean that an LCCM Music Industry Management degree will prove to be an invaluable asset in helping you grow, develop and succeed in your chosen music business career.

## **Why choose this course?**

The Music Industry Management degree at LCCM was designed and is taught by experienced and internationally successful music business executives, whose focus now is on the industry relevant education and mentoring of our students. Though academically rigorous, our approach to teaching is based on the realities of the music industry and a genuine understanding of the skills and attributes that the business is looking for in graduates; hands on experience, enthusiasm, a broad-based knowledge of the music business,

entrepreneurship, an understanding of copyright, creativity, analytical skills, attention to detail and a total obsession with music.

## **What you will learn**

Throughout your three years at LCCM you will be taught about and tasked with delivering practical projects such as live music gigs, creating video content, setting up networking events and discovering new artists; you will also learn about copyright law, releasing music into the professional marketplace, the various ways the music industry makes money, general



business processes, how to read a music industry contract and crucially, you will gain an understanding of digital marketing and analytics within the music business. Though we do expect you to be obsessed with music and ambitious to develop a career in the music industry, we do not expect you to have any prior knowledge of the music business before you join us; after all, that's why you are coming to LCCM, to learn.

### **Music Industry Tutors**

Based in the heart of one of the world's leading music business cities, your tutors are academically qualified, high level music industry executives who in addition to their teaching, are still active in the music business. They have played a significant role in the

success of many established artists at companies like SonyBMG, Jive Records, Virgin Group, Beggars Banquet and Chrysalis Music.

### **Career and Study Progression**

The recent positive changes and developments across the global music business mean that there is now a very wide range of careers and professions for you to follow within the music industry. From the traditional creative executive roles of A&R, marketing, public relations and promotions, through to newer opportunities in analytics, brand partnerships, catalogue exploitation, music law, royalty & accounting, synchronisation management and music tourism: there is now a career path for everyone, no matter what

your natural skills, your personality or your specialist knowledge. Your transferable skills should you decide to explore a career pathway outside of the music industry or choose to move forwards academically and study at masters level.

## Key Facts

<b>Study mode</b>	Full-time / Part-time
<b>Duration</b>	Full-time: 3 years Part-time: 6 years
<b>Application</b>	Directly to us or UCAS UCAS code W375
<b>Fees</b>	Full-time: UK / EEA: £9,250 International: £15,000 Part-time: UK / EEA: £5,580
<b>Funding</b>	Student Loan for UK/ EU students* Private Funding
<b>Academic Partner</b>	The Open University
<b>Validation</b>	The Open University
<b>Credits</b>	360
<b>Intake</b>	October

\*Subject to OfS registration, please see LCCM website for full details



## Course Modules

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**Year 1** 7 modules – 5 compulsory and 2 optional

**Compulsory**

History of Popular Music 1  
Music Industry News 1  
Music Industry Landscape 1  
Essential Study Skills & Basic  
Business Principles 1  
Music and the Digital  
Economy 1

**Optional** (select 2)

Music Industry Practical  
Group Project 1  
Music Industry Language &  
Technology 1  
Second Study Instrument 1  
Music Programming 1  
Songwriting 1

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**Year 2** 7 modules – 4/6 modules – 1 compulsory and 3/5 optional

**Compulsory**

Live Music Industry 2  
Recording Companies 2  
Music Publishing 2

**Optional** (select Social  
Media or 3/5 Music)

Social Media & its Impact on  
the Music Industry 2  
Second Study Instrument 2  
Music Programming 2  
Songwriting 2

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**Year 3** 3 modules – 2 compulsory and 1 optional

**Compulsory**

Working With Music  
Artists – Management &  
Development 3  
Music Industry Analytics &  
Insight 3

**Optional** (select 1)

Creative Industries Entrepreneurship 3  
Independent Project 3  
Audio Visual Synchronization 3  
Songwriting 3

## Entry Requirements

- A minimum of 96 UCAS points, gained from at least two full Level 3 qualifications (e.g. A Level, BTEC Diploma), in any subject area.
- An Access to Higher Education course or a BTEC Extended Diploma will be considered as equivalent to two full Level 3 qualifications.
- GCSE grade C/4 or above in Maths and English or a Level 2 equivalent (e.g. Functional Skills).
- In addition to your application entry onto the programme will be determined by your audition and interview.