



CERTIFICATE COURSE
IN MUSIC
BUSINESS
MANAGEMENT

INTRODUCTION

The Music Business Management Certificate Course curriculum offers a comprehensive overview of the music industry's structure and operations.



MODULE 1 : THE MUSIC INDUSTRY TODAY

- Overview of the global and Indian music industry
- Structure of the music business
- Key roles and departments in the music industry

MODULE 2 : INTRODUCTION TO THE MUSIC BUSINESS

- Current trends in the music business
- Impact of the digital revolution
- Overview of career opportunities in the music industry

MODULE 3 : ARTIST MANAGEMENT & BOOKING

- Role and importance of an artist manager
- Managers vs Agents
- Exclusive vs non-exclusive contracts
- When and why an artist should get a manager
- Being your own manager
- Understanding management contracts
- Creating a business plan: setting milestones, budgeting
- Payment structures and policies
- Crafting artist press kits
- Termination of management agreements





MODULE 4 : RECORD LABELS & DIGITAL DISTRIBUTION

- Overview of the recording industry
- Major vs independent record labels
- Types of deals: 360° deals, album deals, single-song deals
- Royalties and advances
- Recording agreements
- Budgeting for a release
- Choosing the right studio, producer, or engineer
- Mastering process
- Basics of releasing a recording independently
- Identifying and understanding your market
- Digital distribution platforms: streaming, internet radio, iTunes, Amazon Music, etc.
- Music on mobile applications and distribution websites

MODULE 5 : INTELLECTUAL PROPERTY & BUSINESS AFFAIRS

- Introduction to intellectual property: copyright, trademarks, patents
- History and importance of copyright
- How to file a copyright
- Copyright infringement, fair use, and Creative Commons
- Setting up a business entity
- Choosing the right entity structure
- Protecting your brand name and trademarks
- Understanding TDS, GST, and basic financial management
- Business communication tools: writing emails, using Excel, proposals, resumes





MODULE 6 : MUSIC PUBLISHING

- Basics of music publishing
- Types of music publishing revenue
- Mechanical vs synchronization licenses
- Getting your music placed
- Revenue streams in publishing
- Performance Rights Organizations (PROs)
- How to register songs with PROs

MODULE 7 : PR & MARKETING

- Fundamentals of traditional and digital music marketing
- How radio, retail, internet, and touring integrate
- Developing a marketing plan: timelines and strategies
- Writing and distributing press releases
- Approaching and contacting the media
- Role of radio and television in music promotion
- Promoting a live show
- Utilizing websites, blogs, social media, and mailing lists
- Analyzing audience data
- Merchandise, giveaways, and product development
- Cross-promotion and brand tie-ups
- Street teams and fan engagement strategies





MODULE 8 : LIVE MUSIC: CONCERTS, FESTIVALS & TOURING

- Overview of the touring industry
- Selecting the right venue
- Basics of show production and promotion
- Roles: Promoter, Agent, Venue Manager
- Understanding artist riders
- Payment structures: artist fees, gate/bar shares
- Live performance as a promotional and revenue-generating tool
- International touring essentials
- Sponsorship and endorsement strategies
- Managing and selling merchandise
- Working at live events: venues, festivals, etc.
- Advancing the show
- Basics of live sound setup
- Understanding live event contracts
- Payment policies and procedures

LEARNING OUTCOMES

This curriculum enables students to navigate the contemporary music ecosystem with confidence. They will develop practical skills in planning, promotion, rights management, and revenue generation, along with a clear understanding of professional roles, industry structures, and business tools essential for building sustainable and impactful careers in music.

