SYLLABUS

Module 1: Entrepreneurship and Project & Business Development

CONTENTS
Unit 1 – Introducing concepts of entrepreneurship and business/enterprise development
Unit 2 - Idea generation for projects
Unit 3 - Business model canvas
Unit 4 - Assessing viability
Unit 5 – Working with people & Project Management

Module 2: Technology for Performing Musicians

CONTENTS
Unit 1 – The home recording studio
Unit 2 – Creative applications of music technology

Module 3: Digital Marketing, Communication and Social Media

CONTENTS
Unit 1 - Introduction to digital marketing
Unit 2 - Artist Branding
Unit 3 - Digital marketing tools
Unit 4 - Measuring the effectiveness of our strategy
Unit 5 - Applying your digital marketing strategy