

# BA/BSc (HONS) MUSIC BUSINESS

2 Year Accelerated & 3 Year Courses Available



## Why choose this course?

At SAE, you'll build the real skills needed to launch artists, manage projects, and work across every corner of the music industry - from publishing, rights, copyright, contracts, and royalties, to live events, branding, marketing, and promotional strategy.

You'll plan and deliver real events, work hands-on with artists, studios, venues, and creative teams, and collaborate cross-discipline with Audio, Film, Content Creation, and Creative Computing students.

Small cohorts mean personalised feedback and one-to-one guidance throughout, and you'll develop the professional communication skills - pitching, presenting, researching - that the industry demands.

Graduate in two years on the accelerated route, with a versatile portfolio employers can review instantly.

## Industry relevance

The modern music industry is global, fast-moving, and more complex than ever - spanning streaming, sync, live, publishing, brand partnerships, and beyond. At SAE, you'll gain a complete understanding of the music ecosystem through real briefs, live projects, and practical experience that reflects how the industry actually operates. Many students arrive with a passion for one area and leave having discovered strengths they didn't expect: whether that's A&R, touring, publishing, or digital strategy.

## Career outcomes

Our graduates work in roles including Artist Manager, Music Marketing Specialist, Label Assistant, Live Events Coordinator, Rights and Licensing Coordinator, Digital Strategy Manager, Music Entrepreneur, and Brand Developer - with skills that transfer equally into publishing, sync licensing, content agencies, and creative consultancy.

# BA/BSc (HONS) MUSIC BUSINESS

## MODULE BREAKDOWN

The purpose of this module breakdown is to provide a concise summary of the main topics covered on the Music Business programme offered at SAE.

## Trimester 1/Semester 1

You'll gain a broad appreciation of the complex and interrelated nature of the music industry. You'll also learn fundamental skills in key areas such as music synchronisation and copyright and develop your understanding of relevant music industry legal issues.

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### MB (T1) - Industry Overview

In this module, you'll explore the music industry as a whole - from record companies and music publishing to live performance and artist management. Exploring how the industry has evolved over the years, you'll cover its current processes and predicted trends, the industry's institutions and their impact, and regulations and systems of revenue collection.

Topics include:

- The history of the music industries
- The recording industry
- Artist management
- Music distribution
- Live performance
- Music genres and their Impact
- Influential artists and technology
- The social, political and economic contexts of the industry
- Contemporary issues and future perspectives

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### MB (T1) - Legislation and Contracts

You'll learn about the legal aspects that underpin the music industry, such as contracts, licensing, music synchronisation and copyright. Exploring the business side of music publishing and distribution, you'll also delve into financial concepts such as revenue and cash flow. Studying this module will also help you to convincingly pitch ideas to business and learn to substantiate your views through research.

Topics include:

- Music synchronisation
- Music publishing
- Copyright
- Contracts
- Licensing
- Negotiation
- Music Listening and analysis
- Talking about Music
- Royalties



## Trimester 2/Semester 2

During your second trimester, you'll work on multidisciplinary projects that align with industry-standard practices.



### MB (T2) - Business Basics and Marketing

In this module, you'll be introduced to fundamental marketing concepts and the essential tools used in business. You'll also learn how to create a business plan, budget effectively, conduct business online and develop ethical practices.

Topics include:

- Accounting
- Marketing strategies
- Taxes
- Start-ups
- Funding
- Budgeting
- Online marketing
- Business legislation
- Business ethics

### MB (T2) - Profiling and Content Management

Across this module you'll scout a promising artist before creating a branding concept for them and developing suitable brand values. Learning media skills along the way, such as audio recording, graphic design, photography and video, you'll create tailored media content for promotional purposes, before covering how to organise and execute a music production.

Topics include:

- A&R
- Photography
- Editing
- Recording for release
- Graphic design fundamentals
- Concept development
- Branding
- Promotion strategies



## Trimester 3/Semester 3

During your third trimester, you'll be immersed in a professional working setting through a series of project briefs. Our hands-on Creative Studio module provides the perfect environment to build your practical skill set, with assessments that reflect industry practices.

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### MB (T3) - Creative Studio 1: Overview

In Creative Studio 1 you'll learn advanced marketing and branding techniques including digital marketing, website design, messaging concepts, photography and fashion, while working with artists to redevelop their brand identity and design a brand book for them. This mirrors the work of A&R teams, publishing companies and artist managers. You'll undertake a large-scale project in your area of interest, in collaboration with other SAE students.

Topics may include:

- Artist Management
  - Publishing
  - Event management
  - Distribution
  - Branding and marketing
  - Social media management
  - A&R
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## Trimester 4/Semester 4

Your focus this trimester will be on live music and events management, complemented by advanced business, marketing and finance strategies.

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### MB (T4) - Creative Studio 2: Overview

During your second Creative Studio module, you'll plan, organise, promote and execute a live event. Working in groups, you'll define key roles and responsibilities, and manage the entire event cycle, from sourcing a venue and booking artists to creating the event's branding, undertaking promotional activities and hosting. You'll work with audio, film and game art students to record, film and promote the event. During this module, you'll create a portfolio of work that includes a brand book, business and marketing plans, and contracts.

Topics may include:

- Live event management
  - Audience analysis
  - Music festival promotion
  - Stage management
  - Tour management
  - Market analysis
  - Business planning
  - Data management
  - HR
  - Project management
  - Marketing
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## Trimester 5/Semester 5

As you approach the end of your music business degree, you'll explore the area of the industry you'd like to specialise in.



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### MB (T5) - Advanced Specialised Project

You'll build on your learning to produce work of a professional calibre in your area of interest. Options include participating in live projects through work placements, collaborating with peers from different disciplines, tackling simulated briefs and crafting an independent project. As you approach your final Major Project, you'll hone your skills, establish connections with industry professionals and compile a portfolio that highlights your expertise.

Topics may include:

- Advanced marketing
- Recording management
- Artist development
- Event Production

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### MB (T5) - Research and Professional Development in Creative Media

You'll create the proposal for your final Major Project with guidance from our Experts. You'll also develop a variety of academic and professional skills as you prepare to progress to postgraduate studies or embark on your career journey.

Topics may include:

- Advanced marketing
- Recording management
- Business law and regulation
- Event production

You'll create the proposal for your final Major Project with guidance from our Experts. You'll also develop a variety of academic and professional skills as you prepare to progress to postgraduate studies or embark on your career journey.



## Trimester 6/Semester 6

You'll create the proposal for your final Major Project with guidance from our Experts. You'll also develop a variety of academic and professional skills as you prepare to progress to postgraduate studies or embark on your career journey.

### MB (T6) – Major Project

In your final module, you'll demonstrate the practical and academic skills you've developed across your time at SAE via a large-scale advanced-level project.

Your last trimester is dedicated to executing your final Major Project, which you'll have conceptualised during Trimester 5. This module allows you to refine your expertise in your chosen field and will be a valuable addition to your resume.

You can also use it as a launchpad to start your own business or make connections with industry professionals and employers



## WANT TO KNOW ABOUT MUSIC BUSINESS AT SAE?

If you need help at any point during your application process, our friendly Admissions Team are here to help at every step of the way.

0333 011 2315  
ukenquiries@sae.edu



**READY FOR THE NEXT STEP?  
APPLY TODAY!**

Scan the QR code to begin your application for our BA/BSc (Hons) Music Business at SAE.