LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Music Business Operations

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LAPT — London Academy of Professional Training

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Reference MUS-C07 • Music and Performing Arts Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

4	76	492	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**MUS-C07**
AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 **Music Industry and Business Operations** 18 chapters · 120 classes **100 marks**

- **1 Understanding the Structure of the Music Industry** — 5 classes
  - 1.1 Exploring Key Roles in the Music Industry
  - 1.2 Mapping the Music Industry Ecosystem
  - 1.3 Understanding Revenue Streams and Contracts
  - 1.4 Analyzing the Impact of Technology on Music Distribution
  - 1.5 Evaluating Emerging Trends in the Music Industry
- **2 Revenue Streams and Financial Management** — 5 classes
  - 2.1 Understanding Key Revenue Streams in the Music Industry
  - 2.2 Analyzing Royalties and Licensing Agreements
  - 2.3 Evaluating Music Distribution Channels and Their Profits
  - 2.4 Managing Finances: Budgeting and Forecasting for Artists
  - 2.5 Applying Strategies for Maximizing Revenue
- **3 Contracts and Legal Fundamentals in Music** — 5 classes
  - 3.1 Exploring the Basics of Music Contracts
  - 3.2 Understanding Key Terms in Music Agreements
  - 3.3 Examining Different Types of Music Contracts
  - 3.4 Recognizing Legal Rights in Music Business
  - 3.5 Applying Contract Knowledge to Real Scenarios
- **4 Marketing Strategies and Audience Engagement** — 5 classes
  - 4.1 Understanding Music Marketing Channels
  - 4.2 Analyzing Target Audience Demographics
  - 4.3 Crafting a Compelling Music Brand
  - 4.4 Developing Engagement Strategies for Fans
  - 4.5 Evaluating the Impact of Marketing Initiatives
- **1 Understanding Music Revenue Streams** — 5 classes
  - 1.1 Identifying Key Revenue Streams in Music
  - 1.2 Analyzing Traditional vs. Digital Music Revenue Models
  - 1.3 Understanding Performance Royalties and Licensing
  - 1.4 Exploring Revenue from Live Performances and Touring
  - 1.5 Leveraging Merchandising and Brand Partnerships in Music
- **2 Monetization of Music Publishing** — 5 classes
  - 2.1 Understanding Music Publishing: An Overview
  - 2.2 Identifying Key Revenue Streams in Music Publishing
  - 2.3 Exploring Mechanical and Performance Royalties
  - 2.4 Navigating Synchronization Licensing in Music
  - 2.5 Applying Music Publishing Strategies for Monetization
- **3 The Role of Merchandising and Branding** — 5 classes
  - 3.1 Understanding Merchandising in the Music Industry
  - 3.2 Identifying Key Merchandising Products for Artists
  - 3.3 Analyzing Successful Branding Strategies in Music
  - 3.4 Exploring Revenue Channels from Merchandising
  - 3.5 Applying Brand Development Techniques for Artists
- **4 Innovative and Emerging Revenue Models** — 5 classes
  - 4.1 Understanding Innovative Revenue Models in Music
  - 4.2 Exploring Digital Streaming Economies
  - 4.3 Navigating Live Streaming Revenue Opportunities
  - 4.4 Leveraging Direct-to-Fan Sales Strategies
  - 4.5 Implementing Subscription and Membership Models
- **1 The Economics of Global Music Markets** — 6 classes
  - 1.1 Understanding Global Music Markets: An Overview
  - 1.2 Analyzing Revenue Streams in the Music Industry
  - 1.3 Examining Market Trends and Consumer Behavior
  - 1.4 Exploring the Impact of Digitalization on Music Economics
  - 1.5 Assessing the Role of Globalization in Music Distribution
  - 1.6 Applying Economic Concepts to Music Market Strategies
- **2 Revenue Streams and Business Models in the Music Industry** — 6 classes
  - 2.1 Understanding Music Revenue Streams
  - 2.2 Analyzing Traditional vs. Modern Music Licensing
  - 2.3 Exploring Live Performance Income Sources
  - 2.4 Evaluating Streaming Platforms and Their Economic Impact
  - 2.5 Assessing Merchandising and Branding Opportunities
  - 2.6 Applying Business Models to Emerging Music Markets
- **3 Global Music Distribution and Consumption Trends** — 6 classes
  - 3.1 Exploring Global Music Distribution Channels
  - 3.2 Analyzing Streaming Platforms and Their Impact
  - 3.3 Examining Regional Variations in Music Consumption
  - 3.4 Identifying Emerging Trends in Music Distribution
  - 3.5 Evaluating the Role of Social Media in Music Consumption
  - 3.6 Projecting Future Developments in Music Distribution
- **4 Economic Impacts of Technological Advancements** — 6 classes
  - 4.1 Understanding the Digital Revolution's Impact on Music Distribution
  - 4.2 Analyzing Streaming Services and Revenue Models
  - 4.3 Examining the Role of Social Media in Artist Promotion
  - 4.4 Investigating the Effects of AI and Automation on Music Production
  - 4.5 Evaluating Blockchain Technology for Rights Management
  - 4.6 Predicting Future Trends in Music Industry Economics
- **5 Policy, Regulation, and Ethical Considerations** — 6 classes
  - 5.1 Understanding Global Music Policy Frameworks
  - 5.2 Analyzing Regulation in the Digital Music Age
  - 5.3 Examining International Copyright Laws
  - 5.4 Evaluating Ethical Practices in Music Distribution
  - 5.5 Assessing the Impact of Trade Agreements on Music
  - 5.6 Applying Ethical Considerations to Music Leadership
- **14 Roles and Career Paths in the Music Industry** — 10 classes
  - 14.1 Who Works in the Music Industry
  - 14.2 Creative Roles and Support Roles
  - 14.3 Labels, Publishers and Managers
  - 14.4 Promoters, Agents and Venues
  - 14.5 Studios, Engineers and Producers
  - 14.6 Media, PR and Marketing Roles
  - 14.7 Education and Teaching Careers
  - 14.8 Freelance Versus Employed Work
  - 14.9 Mapping Skills to Industry Roles
  - 14.10 Career Role Research Task
- **15 Starting and Registering a Music Business in India** — 10 classes
  - 15.1 Choosing a Business Structure
  - 15.2 Sole Proprietor, Partnership and Private Limited
  - 15.3 Registering a Business Name
  - 15.4 GST Registration for Music Services
  - 15.5 Opening a Business Bank Account
  - 15.6 Licences for Studios and Venues
  - 15.7 Trademarks for Band and Label Names
  - 15.8 Insurance for Music Businesses
  - 15.9 Choosing a Business Location
  - 15.10 Business Set-Up Checklist Practice
- **16 Record Labels, Distributors and Independent Release Models** — 10 classes
  - 16.1 What a Record Label Does
  - 16.2 Major, Independent and Artist Owned Labels
  - 16.3 Distribution Deals and Aggregators
  - 16.4 Label Services Versus Full Deals
  - 16.5 Advances and Recoupment Basics
  - 16.6 Release Schedules and Planning
  - 16.7 Physical Versus Digital Releases
  - 16.8 Starting an Independent Label
  - 16.9 Working With Distributors
  - 16.10 Release Model Comparison Task
- **17 The Live Music Business and Promoters** — 10 classes
  - 17.1 How Live Music Makes Money
  - 17.2 Role of the Promoter

2 **Music Copyright and Rights Management** 24 chapters · 128 classes **100 marks**

- **1 Chapter 1 — The Fundamentals of Music Copyright** — 4 classes
  - 1.1 Exploring the Concept of Music Copyright
  - 1.2 Identifying Elements Protected by Copyright in Music
  - 1.3 Understanding the Duration and Ownership of Music Copyright
  - 1.4 Recognizing the Difference Between Public Domain and Copyrighted Music
- **2 Chapter 2 — Key Legal Elements and Rights of Copyright Holders** — 4 classes
  - 2.1 Discovering the Legal Framework of Music Copyright
  - 2.2 Exploring the Exclusive Rights of Music Copyright Holders
  - 2.3 Analyzing Fair Use and Limitations in Music Copyright
  - 2.4 Applying Music Copyright in Real-World Scenarios
- **3 Chapter 3 — Navigating Copyright Infringement and Enforcement** — 4 classes
  - 3.1 Understanding Copyright Infringement: What It Means and How It Happens
  - 3.2 Identifying Infringement: Analyzing Case Studies in Music
  - 3.3 Exploring Legal Remedies: What Artists Can Do When Infringement Occurs
  - 3.4 Strategies for Protecting Your Music: Preventing Infringement Before It Happens
- **1 Understanding Music Copyright and Its Importance** — 4 classes
  - 1.1 Exploring the Origins and Concepts of Music Copyright
  - 1.2 Identifying the Different Types of Music Rights
  - 1.3 Analyzing the Importance of Music Licensing in the Industry
  - 1.4 Applying Copyright Knowledge to Protect Your Music
- **2 Mastering the Different Types of Music Rights** — 4 classes
  - 2.1 Exploring the Basics of Music Copyright
  - 2.2 Identifying Types of Music Rights
  - 2.3 Analyzing the Role of Licensing in Music Rights
  - 2.4 Applying Knowledge of Music Rights in Real-World Scenarios
- **3 Advanced Licensing Strategies and Practice** — 4 classes
  - 3.1 Explore Advanced Licensing Frameworks
  - 3.2 Identify Key Negotiation Tactics in Music Licensing
  - 3.3 Apply Licensing Strategies to Real-World Scenarios
  - 3.4 Evaluate the Impact of Licensing Decisions on Music Distribution
- **1 Fundamentals of Music Distribution and Copyright** — 4 classes
  - 1.1 Exploring the Basics of Music Distribution
  - 1.2 Understanding Music Copyright Laws
  - 1.3 Identifying Important Copyright Holders in Music
  - 1.4 Applying Copyright Protection to Your Music
- **2 Navigating Music Licensing and Royalties** — 4 classes
  - 2.1 Understanding Types of Music Licenses
  - 2.2 Exploring the Role of Performing Rights Organizations
  - 2.3 Calculating Royalties in Different Music Platforms
  - 2.4 Applying Knowledge to Real-World Music Licensing Scenarios
- **3 Digital Music Rights and Ownership in the Modern Era** — 4 classes
  - 3.1 Exploring the Evolution of Digital Music Rights
  - 3.2 Identifying Key Components of Music Copyright
  - 3.3 Analyzing Ownership Models in Digital Music
  - 3.4 Applying Copyright Laws to Modern Music Distribution
- **1 Introduction to Music Rights and Copyright Law** — 4 classes
  - 1.1 Exploring the Basics of Music Copyright
  - 1.2 Identifying Different Types of Music Rights
  - 1.3 Understanding the Process of Securing a Copyright
  - 1.4 Applying Copyright Law to Protect Music Creations
- **2 Licensing and Royalties in the Music Industry** — 4 classes
  - 2.1 Exploring the Basics of Music Licensing
  - 2.2 Identifying Key Types of Music Royalties
  - 2.3 Analyzing the Role of Performing Rights Organizations
  - 2.4 Applying Licensing Knowledge to Real-World Scenarios
- **3 Navigating Music Rights Management Systems** — 4 classes
  - 3.1 Understanding Key Music Rights Systems
  - 3.2 Exploring Common Licensing Models
- **1 Understanding Intellectual Property in Music** — 6 classes
  - 1.1 Exploring the Basics of Intellectual Property
  - 1.2 Differentiating between Types of Music Rights
  - 1.3 Investigating Copyright Implications for Musicians
  - 1.4 Examining the Role of Performing Rights Organizations
  - 1.5 Analyzing Licensing Agreements in the Music Industry
  - 1.6 Applying Intellectual Property Strategies in Artist Management
- **2 Copyright Law: Fundamentals and Application** — 6 classes
  - 2.1 Understanding Copyright: Key Concepts and Definitions
  - 2.2 Navigating the Scope of Protection: Works Eligible for Copyright
  - 2.3 Exploring Rights: The Bundle of Exclusive Rights in Music
  - 2.4 Avoiding Infringement: Recognizing and Respecting Rights
  - 2.5 Licensing Essentials: Granting and Obtaining Permissions
  - 2.6 Applying Copyright Law: Case Studies and Real-world Scenarios
- **3 Licensing and Royalties: Managing Music Rights** — 6 classes
  - 3.1 Understanding Music Rights: The Foundations of Licensing and Royalties
  - 3.2 Exploring Licensing Types: Sync, Performance, and Mechanical Rights
  - 3.3 Navigating Royalty Collection: Identifying Key Organizations and Processes
  - 3.4 Analyzing Case Studies: Successful Music Licensing Strategies
  - 3.5 Implementing Music Rights Tools: Practical Approaches and Technologies
  - 3.6 Evaluating Financial Impacts: Maximizing Revenue Through Effective Management
- **4 Digital Rights Management in the Streaming Era** — 6 classes
  - 4.1 Understanding Digital Rights Management Concepts
  - 4.2 Exploring Key DRM Technologies Used in Music Streaming
  - 4.3 Analyzing the Legal Framework of DRM
  - 4.4 Examining the Impact of DRM on Artists and Rights Holders
  - 4.5 Strategies for Effective DRM Implementation in Streaming
  - 4.6 Evaluating Future Trends in Digital Rights Management
- **5 Global Music Rights Management and Future Trends** — 6 classes
  - 5.1 Understanding Global Music Rights Management Frameworks
  - 5.2 Exploring Key International Music Rights Organizations
  - 5.3 Analyzing the Impact of Digital Platforms on Music Rights
  - 5.4 Identifying Legal Challenges in Cross-Border Rights Management
  - 5.5 Adapting to Emerging Technologies in Music Rights
  - 5.6 Forecasting Future Trends in Global Music Rights Management
- **1 Understanding the Foundations of Music Rights** — 6 classes
  - 1.1 Explore the Historical Context of Music Rights
  - 1.2 Identify Key Stakeholders in Music Rights Management
  - 1.3 Analyze the Types of Music Rights and Their Functions
  - 1.4 Understand the Role of Licenses in Strategic Rights Management
  - 1.5 Examine International Music Rights Legislation
  - 1.6 Evaluate Case Studies in Effective Rights Management
- **2 Navigating International Music Rights Frameworks** — 6 classes
  - 2.1 Understanding Global Music Rights Structures
  - 2.2 Identifying Key International Music Licensing Bodies
  - 2.3 Comparing Music Copyright Laws Across Different Regions
  - 2.4 Analyzing the Impact of Global Treaties on Music Rights
  - 2.5 Navigating Cross-Border Licensing Challenges
  - 2.6 Applying International Rights Strategies in Music Ventures
- **3 Strategic Rights Management in Content Distribution** — 6 classes
  - 3.1 Understanding Strategic Rights Management in Content Distribution
  - 3.2 Identifying Key Stakeholders in Rights Management
  - 3.3 Analyzing Rights for Different Types of Content
  - 3.4 Exploring Licensing Agreements and Their Impact
  - 3.5 Navigating Digital Rights Management Technologies
  - 3.6 Implementing Best Practices in Rights Management Strategy
- **4 Leveraging Licensing and Royalties for Strategic Advantage** — 6 classes
  - 4.1 Understanding Licensing Dynamics and Market Trends
  - 4.2 Analyzing Revenue Streams from Different Licensing Models
  - 4.3 Evaluating Types of Royalties and Their Strategic Uses
  - 4.4 Navigating Intellectual Property Rights for Competitive Advantage

3

Music Contracts and Legal Practice

22 chapters · 124 classes **100 marks**

- **1 Understanding Music Copyright: Principles and Frameworks** — 4 classes
  - 1.1 Defining Music Copyright: Key Terms and Concepts
  - 1.2 Exploring Copyright Ownership: Rights and Responsibilities
  - 1.3 Understanding Copyright Infringement: Risks and Consequences
  - 1.4 Applying Copyright Principles: Analyzing Real-World Cases
- **2 Legal Implications and Risk Management for Music Copyright** — 4 classes
  - 2.1 Explore the Basics of Music Copyright Law
  - 2.2 Identify Common Copyright Infringements in Music
  - 2.3 Analyze Music Contracts and Licensing Agreements
  - 2.4 Develop Risk Management Strategies for Music Copyright
- **3 Music Contracts and Licensing: Navigating Legal Agreements** — 4 classes
  - 3.1 Introduction to Music Contract Essentials
  - 3.2 Analyzing Key Clauses in Music Licensing Agreements
  - 3.3 Differentiating Between Types of Music Licensing
  - 3.4 Applying Contract Principles to Real-World Scenarios
- **1 Understanding the Basics of Music Copyright** — 4 classes
  - 1.1 Exploring Music Copyright Fundamentals
  - 1.2 Identifying Protectable Elements in Music
  - 1.3 Understanding the Rights of Music Creators
  - 1.4 Applying Copyright Basics Through Case Studies
- **2 Analyzing Landmark Case Studies in Music Copyright** — 4 classes
  - 2.1 Exploring Precedent: Key Copyright Cases in Music History
  - 2.2 Understanding the 'Blurred Lines' Case: Impact on Modern Copyright
  - 2.3 Unpacking the 'Stairway to Heaven' Dispute: Lessons in Composition Copyright
  - 2.4 Applying Case Study Insights: Strategies for Legal Compliance in Music
- **3 Applying Lessons from Case Studies to Current Music Industry Practices** — 4 classes
  - 3.1 Analyzing Historical Case Studies in Music Copyright
  - 3.2 Exploring Key Legal Outcomes and Their Implications
  - 3.3 Comparing Historical and Modern Music Copyright Practices
  - 3.4 Applying Case Study Insights to Current Music Industry Challenges
- **1 Understanding Legal Frameworks in the Music Industry** — 5 classes
  - 1.1 Exploring Intellectual Property Rights
  - 1.2 Navigating Licensing Agreements
  - 1.3 Analyzing Artist Contracts
  - 1.4 Understanding Copyright Laws
  - 1.5 Applying Dispute Resolution Mechanisms
- **2 Navigating Artist Agreements and Recording Contracts** — 5 classes
  - 2.1 Understanding Artist Agreements: Key Components and Purpose
  - 2.2 Analyzing Recording Contracts: Essential Clauses for Artists
  - 2.3 Comparing Different Types of Artist Agreements
  - 2.4 Evaluating the Impact of Contract Terms on Artist's Career
  - 2.5 Applying Negotiation Techniques in Contract Discussions
- **3 Exploring Publishing and Licensing Agreements** — 5 classes
  - 3.1 Understanding Music Publishing Agreements
  - 3.2 Identifying Key Clauses in Licensing Agreements
  - 3.3 Exploring Royalties and Revenue Streams
  - 3.4 Analyzing Case Studies of Successful Agreements
  - 3.5 Applying Legal Knowledge Through Contract Drafting
- **4 Resolving Disputes and Legal Challenges in Music Rights** — 5 classes
  - 4.1 Understanding Music Rights Disputes
  - 4.2 Identifying Common Legal Challenges in Music
  - 4.3 Exploring Resolution Strategies for Music Disputes
  - 4.4 Navigating Mediation and Arbitration in Music Rights
  - 4.5 Applying Best Practices for Preventing Legal Disputes
- **1 Fundamentals of Contract Law in the Music Industry** — 6 classes
  - 1.1 Understanding the Basics of Contract Law in Music
  - 1.2 Identifying Key Elements of a Music Contract
- **2 Types of Music Industry Contracts** — 6 classes
  - 2.1 Understanding Recording Contracts
  - 2.2 Exploring Publishing Agreements
  - 2.3 Navigating Management Contracts
  - 2.4 Examining Distribution Contracts
  - 2.5 Analyzing Performance Agreements
  - 2.6 Applying Contractual Terms to Real Scenarios
- **3 Contract Negotiation Techniques and Strategies** — 6 classes
  - 3.1 Understanding Contract Structures in the Music Industry
  - 3.2 Identifying Key Terms and Clauses in Music Contracts
  - 3.3 Analyzing Common Pitfalls and Risks in Contract Negotiations
  - 3.4 Developing Effective Communication Techniques for Negotiation
  - 3.5 Applying Persuasion Strategies in Contract Discussions
  - 3.6 Finalizing and Closing Music Contracts Successfully
- **4 Analyzing and Drafting Music Contracts** — 6 classes
  - 4.1 Understanding Music Contracts: Key Components and Definitions
  - 4.2 Analyzing Recording Contracts: Rights and Obligations
  - 4.3 Examining Publishing Agreements: Royalties and Advances
  - 4.4 Drafting Performance Contracts: Terms and Conditions
  - 4.5 Exploring Licensing Agreements: Sync and Mechanical Rights
  - 4.6 Reviewing Amendment Clauses: Adapting Contracts Over Time
- **5 Dispute Resolution and Enforcement of Music Contracts** — 6 classes
  - 5.1 Understanding Dispute Resolution Mechanisms in Music Contracts
  - 5.2 Exploring Common Causes of Disputes in Music Agreements
  - 5.3 Evaluating Alternative Dispute Resolution Strategies
  - 5.4 Analyzing Contract Enforcement Options within the Music Industry
  - 5.5 Examining Legal Precedents in Music Contract Enforcement
  - 5.6 Applying Best Practices for Mitigating Contract Disputes
- **1 Understanding Music Copyright and Licensing** — 6 classes
  - 1.1 Exploring the Basics of Music Copyright
  - 1.2 Differentiating Copyright Types in Music
  - 1.3 Navigating Music Licensing Agreements
  - 1.4 Understanding Rights of Music Creators
  - 1.5 Analyzing Case Studies on Music Copyright Infringement
  - 1.6 Implementing Ethical Practices in Music Management
- **2 Contracts and Agreements in Artist Management** — 6 classes
  - 2.1 Understanding the Basics of Artist Contracts
  - 2.2 Identifying Key Clauses in Management Agreements
  - 2.3 Analyzing Common Contractual Obligations
  - 2.4 Navigating Negotiation Techniques for Artist Agreements
  - 2.5 Exploring Ethical Considerations in Contractual Decisions
  - 2.6 Applying Best Practices in Drafting and Reviewing Contracts
- **3 Ethics and Professional Conduct in Music Business** — 6 classes
  - 3.1 Exploring the Fundamentals of Ethics in the Music Business
  - 3.2 Understanding and Upholding Professional Integrity
  - 3.3 Navigating Conflicts of Interest in Artist Management
  - 3.4 Identifying and Reporting Unethical Practices
  - 3.5 Balancing Profitability and Ethical Decision-Making
  - 3.6 Crafting Ethical Guidelines for Music Business Professionals
- **4 Resolving Disputes and Legal Challenges** — 6 classes
  - 4.1 Understanding Common Disputes in Artist Management
  - 4.2 Exploring Legal Frameworks: Contracts and Agreements
  - 4.3 Identifying Ethical Dilemmas in the Music Industry
  - 4.4 Analyzing Case Studies: Resolving Disputes Effectively
  - 4.5 Implementing Negotiation Techniques for Conflict Resolution
  - 4.6 Developing Strategies for Ongoing Legal Challenges
- **5 Emerging Trends and Legal Adjustments in the Digital Age** — 6 classes
  - 5.1 Identifying Key Digital Trends in Music Distribution
  - 5.2 Exploring Intellectual Property Challenges in Streaming
  - 5.3 Navigating Contractual Adjustments for Digital Releases
  - 5.4 Evaluating Ethical Implications of AI in Music Creation
  - 5.5 Implementing Data Privacy Compliance in Artist Management
  - 5.6 Analyzing New Revenue Models Emerging in the Digital Space

4 **Career Development and Self-Promotion in Music** 12 chapters · 120 classes **100 marks**

- **1 Mapping Careers and Roles in the Music Sector** — 10 classes
  - 1.1 The Range of Music Careers
  - 1.2 Performing, Creating and Technical Roles
  - 1.3 Business, Teaching and Support Roles
  - 1.4 Portfolio Careers in Music
  - 1.5 Employment Versus Freelance Work
  - 1.6 Income Patterns in Music Careers
  - 1.7 Researching Roles and Pay
  - 1.8 Talking to Working Professionals
  - 1.9 Choosing a First Career Direction
  - 1.10 Career Map Practice
- **2 Self-Assessment, Goals and Personal Planning** — 10 classes
  - 2.1 Auditing Your Current Skills
  - 2.2 Strengths, Gaps and Interests
  - 2.3 Setting Short Term Goals
  - 2.4 Setting Long Term Goals
  - 2.5 Breaking Goals Into Weekly Actions
  - 2.6 Time Management for Musicians
  - 2.7 Tracking Progress in a Journal
  - 2.8 Dealing With Setbacks
  - 2.9 Reviewing Goals Every Quarter
  - 2.10 Personal Development Plan Task
- **3 Building a Professional Portfolio** — 10 classes
  - 3.1 What a Music Portfolio Contains
  - 3.2 Choosing Your Best Work
  - 3.3 Recording Good Demo Material
  - 3.4 Video Recordings of Performance
  - 3.5 Written Credits and Testimonials
  - 3.6 Organising Portfolio Files
  - 3.7 Portfolio Layouts and Formats
  - 3.8 Tailoring Portfolios to Different Clients
  - 3.9 Updating and Backing Up a Portfolio
  - 3.10 Portfolio Assembly Project
- **4 Artist Bio, Press Kit and Professional Profiles** — 10 classes
  - 4.1 Writing a Clear Short Bio
  - 4.2 Writing a Longer Biography
  - 4.3 Professional Photographs
  - 4.4 Building a Digital Press Kit
  - 4.5 One Sheet Documents for Bookers
  - 4.6 Profiles on Music Platforms
  - 4.7 Consistent Names and Branding
  - 4.8 Contact Details and Booking Information
  - 4.9 Reviewing Kits Against Examples
  - 4.10 Press Kit Project
- **5 Website, Online Presence and Self-Promotion** — 10 classes
  - 5.1 Planning a Personal Website
  - 5.2 Choosing a Domain and Platform
  - 5.3 Pages Every Musician Needs
  - 5.4 Writing Website Copy
  - 5.5 Email Lists and Newsletters
  - 5.6 Search Visibility Basics
  - 5.7 Social Profiles That Support Bookings
  - 5.8 Consistent Posting Habits
  - 5.9 Measuring Visitors and Enquiries
  - 5.10 Online Presence Build Task
- **6 Networking and Professional Relationships** — 10 classes
  - 6.1 Why Networking Matters in Music
  - 6.2 Meeting People at Events and Gigs
  - 6.3 Introducing Yourself Clearly
  - 6.4 Following Up After Meetings
  - 6.5 Keeping a Contact Record
  - 6.6 Online Communities and Groups
  - 6.7 Working With Mentors
  - 6.8 Giving Value to Your Network
  - 6.9 Professional Behaviour and Reputation
  - 6.10 Networking Plan Exercise
- **7 Freelance Business Basics and Invoicing** — 10 classes
  - 7.1 Working as a Freelancer
  - 7.2 Registering as a Freelancer or Small Business
  - 7.3 Opening Separate Bank Accounts
  - 7.4 Costs You Must Cover
  - 7.5 Writing Clear Quotes
  - 7.6 Creating Professional Invoices
  - 7.7 GST Awareness for Freelancers
  - 7.8 Income Tax and Record Keeping
  - 7.9 Late Payment and Chasing Invoices
  - 7.10 Freelance Paperwork Practice
- **8 Pricing, Proposals and Simple Agreements** — 10 classes
  - 8.1 Working Out Your Hourly and Day Rate
  - 8.2 Pricing Gigs, Lessons and Sessions
  - 8.3 Writing a Proposal
  - 8.4 Scope of Work and Deliverables
  - 8.5 Deposits and Payment Terms
  - 8.6 Simple Written Agreements
  - 8.7 Cancellation and Change Terms
  - 8.8 Negotiating Fees Politely
  - 8.9 Saying No to Poor Offers
  - 8.10 Pricing and Proposal Task
- **9 Finding Work: Auditions, Pitching and Applications** — 10 classes
  - 9.1 Where Music Jobs Are Advertised
  - 9.2 Preparing for Auditions
  - 9.3 Writing a Music CV
  - 9.4 Cover Letters and Applications
  - 9.5 Cold Pitching to Venues and Studios
  - 9.6 Pitching Music for Placements
  - 9.7 Applying for Funding and Grants
  - 9.8 Interview Skills for Music Roles
  - 9.9 Building Repeat Clients
  - 9.10 Work Search Plan Practice
- **10 Continuing Skills Development and Learning Plans** — 10 classes
  - 10.1 Why Lifelong Learning Matters
  - 10.2 Finding Courses and Qualifications
  - 10.3 Learning From Online Resources
  - 10.4 Practice Routines for Skill Growth
  - 10.5 Shadowing and Work Experience
  - 10.6 Collaborating to Learn
  - 10.7 Keeping Up With Technology Changes
  - 10.8 Recording Learning in a Log
  - 10.9 Using Feedback to Improve
  - 10.10 Yearly Skills Plan Project
- **11 Wellbeing, Resilience and Sustainable Working** — 10 classes
  - 11.1 Pressure and Irregular Hours in Music
  - 11.2 Protecting Hearing and Voice
  - 11.3 Managing Stress and Anxiety
  - 11.4 Healthy Routines on the Road
  - 11.5 Financial Stability With Variable Income
  - 11.6 Avoiding Burnout
  - 11.7 Setting Work Life Boundaries
  - 11.8 Where to Find Support
  - 11.9 Handling Criticism and Rejection
  - 11.10 Wellbeing Plan Practice
- **12 Protecting Your Work and Maximising Income** — 10 classes
  - 12.1 Why Rights Protect Your Livelihood
  - 12.2 Copyright Ownership in Your Own Music
  - 12.3 Registering Works With IPRS
  - 12.4 Registering Recordings With PPL
  - 12.5 Splits and Credits in Collaborations
  - 12.6 Multiple Income Streams for Musicians
  - 12.7 Streaming, Live and Teaching Income
  - 12.8 Licensing Your Music to Others
  - 12.9 Keeping Records of Releases and Uses
  - 12.10 Income Protection Plan Task

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