

# Entertainment Management

## TRIMESTER 1

## Bachelor & Diploma units

### CREATIVITY CULTURE & INNOVATION IN ENTERTAINMENT

#### Context

#### UNIT DESCRIPTION

This unit explores the relationship between creativity, culture and innovation in entertainment entrepreneurship. Students develop their creative thinking skills as they explore processes and techniques of creative ideation and innovation. Students examine the role of ethics in creative organisations drawing upon local and global case studies in the creative industries.

### ENTERTAINMENT MARKETING

#### Principles

#### UNIT DESCRIPTION

In this unit, students are introduced to principles and practices of marketing for arts and entertainment. Students will explore how entertainment marketers communicate the nuances of artistic brands, talent and entertainment service and product offerings. The unit covers a range of marketing tools and strategies emphasising real-world applications.

### INTRODUCTION TO ENTERTAINMENT MANAGEMENT

#### Practice

#### UNIT DESCRIPTION

This unit offers an insider's perspective on the music and entertainment industry. Students explore the evolution of the industry, focusing on key areas such as label management, publishing, licensing, live entertainment, talent management, touring, rights management, distribution, merchandising, and media. This unit gives students an opportunity to situate their own professional interests and career aspirations within the contemporary entertainment industry.

### CREATIVE FOUNDATIONS

#### Creative Foundations

#### UNIT DESCRIPTION

Creativity is more than just inspiration; it is a skill, a discipline, and an essential tool for navigating the complexities of the modern world. In this unit, you will explore creativity's role across diverse disciplines and communities, gaining valuable insight into the ethical and cultural values that shape creative practice. You will develop critical skills to evaluate information, articulate ideas, and confidently reflect on creative work. By engaging with a dynamic community of students from across Collarts, you will have the opportunity to explore your creative potential and establish a strong foundation for your studies and future career in the creative industries.

# Entertainment Management

## TRIMESTER 2

## Bachelor & Diploma units

### INTRODUCTION TO ENTERTAINMENT BUSINESS LAW

Context

#### UNIT DESCRIPTION

This unit introduces students to entertainment business law, covering legal frameworks, contracts and intellectual property. Students gain an understanding of critical tools used to classify legal issues in entertainment management practice and a practical awareness of income streams derived from copyright laws.

### CONTENT CREATION

Principles

#### UNIT DESCRIPTION

In this unit students can apply their knowledge of creative strategy through basic content creation. Students develop foundational creative skills such as copywriting and design to create simple marketing assets, such as images, videos, brand documents and digital content. Producing valuable and strategic content is an important skill for the entertainment manager to build brand equity, engage audiences and ignite social sharing. This unit prepares students to work with content creators in the production workflow process.

### EVENT MANAGEMENT FOUNDATIONS

Practice

#### UNIT DESCRIPTION

In this unit, students will learn the essentials of event management within the experience economy. Students explore the principles and procedures of event design and management and consider event strategies that facilitate accessibility, inclusivity and sustainability. Students are introduced to the critical elements of creating, staging and operating events, including legal requirements, budgeting, logistics, risk, regulation, sponsorship, talent requirements, marketing and technology.

### INDUSTRY FOUNDATIONS

Creative Foundations

#### UNIT DESCRIPTION

In this unit, you will immerse yourself in the world of the creative industries and explore the many pathways to transforming your passion into a profession. Through insights from industry professionals and hands-on creative activities, you will develop a deeper understanding of how your industry operates while reflecting on your career aspirations and creative potential. From generating ideas to bringing them to life, you will experiment with flexible approaches to creative collaboration, working on cross-disciplinary projects that mirror real-world creative environments. By gaining a clearer perspective on the industry landscape, you will be better equipped to carve out your place as a creative professional and make confident, informed career choices.

# Entertainment Management

## TRIMESTER 3

Bachelor units only

### PUBLICITY & PUBLIC RELATIONS IN ENTERTAINMENT

Context

#### UNIT DESCRIPTION

Students will explore the role of publicity and public relations in the entertainment industries. Students are prepared for issues and challenges faced by professional communicators in complex media environments and review a variety of styles and techniques. The unit focuses on developing effective communication strategies and narrative creation for promotional activities.

### EVENT MANAGEMENT PRACTICE

Principles

#### UNIT DESCRIPTION

This unit covers the financial aspects of the entertainment industry. Students will study economic principles, budgeting, taxation, and financial management in the context of entertainment. Students will examine entertainment industry structures and segments using current and historical Australian and international examples to explore the evolution of entertainment business models in response to technological advances.

### ENTERTAINMENT FINANCE MANAGEMENT

Practice

#### UNIT DESCRIPTION

This unit covers the financial aspects of the entertainment industry. Students will study economic principles, budgeting, taxation, and financial management in the context of entertainment. Students will examine entertainment industry structures and segments using current and historical Australian and international examples to explore the evolution of entertainment business models in response to technological advances.

### MANAGING EVENT SPACES

Creative Foundations

#### UNIT DESCRIPTION

This unit focuses on the design, management, operation, evaluation and maintenance of physical event spaces including stadia, performing arts venues, museums, galleries, arenas, convention and exhibition centres, temporary and pop-up spaces, nature festivals and outdoor urban events. Students will have the opportunity to apply their knowledge of event management principles and processes in the design and running of an event and will be able to reflect through praxis on the role of space in shaping experience.

# Entertainment Management

## TRIMESTER 4

Bachelor units only

### **COPYRIGHT MANAGEMENT**

Context

#### **UNIT DESCRIPTION**

In this unit students can advance their awareness of legal concepts in entertainment with a focus on copyright, ideation and income in the entertainment industries. This unit considers the fundamental role that copyright plays in the valuation and adaptation of creative works, such as music and lyrics, sound recordings, artwork, photography, film, digital applications and merchandising. Students will learn about copyright registration, protection, and infringement issues, focusing on practical applications in music and media.

### **TALENT MANAGEMENT**

Principles

#### **UNIT DESCRIPTION**

This unit focuses on the principles and practices of talent management in the entertainment sector. Students will learn about artist development, contract negotiation, and career management strategies for artists, talent and performers. In this unit, students actively work with a creative talent to build a management plan and identify practical targets for the creative's presence in areas such as touring, marketing, publicity, and other revenue opportunities.

### **BUSINESS STRUCTURES & ORGANISATIONAL BEHAVIOUR**

Practice

#### **UNIT DESCRIPTION**

This unit examines the fundamentals of business structures, tax liabilities, corporate governance, policies and hiring practices with the creative industries. Students will engage with the theoretical and practical applications of development of business defining the organisational inception, growth and behaviour.

### **TOUR MANAGEMENT**

Creative Foundations

#### **UNIT DESCRIPTION**

This unit surveys the essential components of tour management, including assembling a team, determining production requirements and logistics. Students can learn the technical side of touring including logistics, balancing the needs of the various touring parties, scheduling, budgeting and risk. Students will have the opportunity to present a tour plan for a client of their choice.

# Entertainment Management

## TRIMESTER 5

Bachelor units only

### CONTEMPORARY MARKETING

Context

#### UNIT DESCRIPTION

In this unit, students will study modern marketing techniques in the entertainment industry. Students can learn about the contemporary marketing toolset that includes websites, social media, permission-based contact, automation, user experience, product life cycles and digital platforms for community building and fan engagement. Students have the opportunity to develop marketing plans that integrates a contemporary marketing approach in response to the dynamic market.

### RIGHTS MANAGEMENT

Principles

#### UNIT DESCRIPTION

The aim of this unit is for students to investigate and develop experience with the processes and procedures of rights management. Students will have an opportunity to create or acquire artistic works and undertake processes to put those works to use and generate income. Students can develop practical experience with licensing parameters by undertaking simulations and gain a critical working knowledge of licensing arrangements of the local, national and global environment.

### BUSINESS TECHNOLOGY & STRATEGIC PLANNING

Practice

#### UNIT DESCRIPTION

New technologies play a critical role in the strategic planning of contemporary entertainment organisations and this unit focuses on how business technologies can impact strategic planning. Students will survey the opportunities provided by digital technologies, including emerging markets, business and product developments and strategic business partnerships.

### ELECTIVE

Creative Foundations

#### UNIT DESCRIPTION

Students can select an elective from a range of offerings from other creative fields to enhance their discipline knowledge.

# Entertainment Management

## TRIMESTER 6

Bachelor units only

### GLOBAL ENTERTAINMENT INDUSTRIES

Context

#### UNIT DESCRIPTION

In this unit, students examine global entertainment structures, foreign trade and cultural policy within the creative industries. Students can consider how entertainment industries maintain or expand economic viability through licensing and franchising, joint ventures, and international marketing and can become familiarised with export pathways, including show case trade fairs, expos, international promotion, touring and emerging technologies. This unit also examines the role of government and policy in the entertainment sector to consider how cultural policy, foreign trade and affairs impact the local and global creative industries.

### ENTERTAINMENT MANAGEMENT CAPSTONE PROJECT

Principles

#### UNIT DESCRIPTION

The aim of this unit is for students to investigate and develop experience with the processes and procedures of rights management. Students will have an opportunity to create or acquire artistic works and undertake processes to put those works to use and generate income. Students can develop practical experience with licensing parameters by undertaking simulations and gain a critical working knowledge of licensing arrangements of the local, national and global environment.

### PARTNERSHIPS & FUNDING

Practice

#### UNIT DESCRIPTION

In this unit, students explore the various sources of support and funding for the creative arts in Australia. Students will be introduced to the practical and legal implications of the various funding approaches and programs, the processes of applying for and negotiating funding agreements, and the rights and responsibilities involved in such arrangements.

### INDUSTRY PLACEMENT/ PROFESSIONAL PORTFOLIO

Creative Foundations

#### UNIT DESCRIPTION

In this unit students complete an industry placement related to their discipline. Students will consider their own strengths and weaknesses, knowledge, skills and abilities when placed into a professional work situation. Each student undertakes a supervised work placement activity. They will review their industry placement as they observe, develop, analyse and critically assess skills and knowledge acquired during this placement and reflect on the implications for future career goals and directions.

Alternatively, this unit is offered as an alternative to Industry Placement and provides students with an opportunity to complete their course of study with a body of work that demonstrates their professional skills and creative vision. In this unit students propose, create, and curate a portfolio that professionally represents them as a creative practitioner and which they can use to showcase their ability and support their progression along their professional pathway.