

# 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.