

BA(Hons)

Music, Theatre & Entertainment Management

falmouth.ac.uk/entertainmentmanagement

At Falmouth we see the management of music, theatre and entertainment as a creative and generative practice, which drives exciting developments across music, theatre, dance, spoken word and experience-based artforms. Technological and environmental change is increasingly impacting on this sector's output and management practice, so this course is designed to support the next generation of music, theatre and entertainment management pioneers. If you are interested in becoming a manager or producer then this course will empower you to follow your own interests throughout the course, so that you emerge as an adaptable, future-proof professional practitioner, capable of operating across current and emerging contexts, media and commercial environments.

Taught by approachable and experienced professional practitioners, who are specialists in their field, this practice-led course blends experiential process with essential theory in a project-based structure. The course is based in the Performance Centre, an internationally significant venue for contemporary performance, education, research, business innovation, and community partnerships. Live briefs informed by visiting speakers and supported by expert technical instruction at The Performance Centre will add depth and flavour to your studies, ensuring you are inspired, engaged and supported to develop well-informed, safe and progressive professional practices.

How is the course taught?

You will be supported to develop your own specific areas of interest, considering sustainability and the digital economy, to inform new approaches to the future of the music and entertainment industries. This course will enable you to manage professional practitioners and companies, as well as develop innovative approaches to a career within record, publishing, dance, theatre or live promotion companies. You will develop a thorough understanding of the issues and concepts involved in the performance industry including current marketing practice, copyright and intellectual property, financial planning, sourcing and nurturing creative talent, artist liaison, health and safety, technical considerations, the digital economy and sustainable and adaptable practice. You'll develop peer-evaluation and self-evaluation skills for use in critical, conceptual, productive and professional capacities. Project work is supported by lectures, seminars, workshops, professional experience, tutorials and task-based study.

Where will it take me?

This degree will equip you for a range of successful careers, including performing artist manager, performance company manager, stage manager, venue manager, and live booking agent, as well as positions within recording, publishing, dance, theatre and live promotion industries.

KEY FACTS

UCAS code 5V08
When October 2014
Where Penryn Campus
Course length 3 years full-time

TO GET A PLACE

A typical offer is between 220 and 300 UCAS points, equivalent Level 3 qualifications, international equivalent, or relevant experience.

Staff profiles

Adrian Bossey, Head of Subject and Executive Producer at The Performance Centre

Adrian has worked with Chumbawumba and Carter the Unstoppable Sex Machine, guiding their international success and working on the latter's UK number one album and headline performance at Glastonbury. As an artist manager Adrian worked on 21 UK top forty singles and 15 UK top forty albums, negotiating contracts for clients worth £35 million and setting up over 20 businesses in the UK and USA.

Rick Rogers, Senior Lecturer and Music Business Champion

Rick managed The Damned and launched the career of The Specials, running Two Tone Records with their astonishing succession of Top Ten hits. He later worked with artists including The Soup Dragons, Right Said Fred, and De La Soul.

Gregg Whelan, Professor of Performance

Gregg is a leading international artist, curator and the Artistic Director of Lone Twin, one of the country's most celebrated performance companies. Lone Twin created The Boat Project, a large-scale participatory artwork for the London 2012 Cultural Olympiad.

Claire Eason-Bassett, Lecturer

Claire has produced large-scale and international touring theatre and dance projects, working with the English National Ballet, Rambert Dance Company and Arts Council England. As the Managing Director of two award-winning agencies, she delivers over 100 events per year.

Facilities

- 12 specialist studio spaces licensed for public performance
- Specialist group-working space
- Libraries housing a collection of 140,000 books, 17,000 DVD and video titles, radio archives, exhaustive electronic and journal resources, and an extensive slide collection
- A public performance programme, which complements your learning and provides opportunities for you to gain experience through volunteering and devising your own events

How you're marked

- Continuous assessment through visual, verbal and written assignments (including essays, presentations, marketing strategies, case studies, business plans and reflective blogs)
- Live management projects in your second and final years

Experience you'll get

- Designing and delivering projects on and off campus
- Live briefs with external clients
- Work experience placements and site visits
- Building and equipment-based technical skills
- Volunteering opportunities on our professional in-house public events programme

WHAT YOU'LL DO

Stage 1

Taught by our expert staff, you'll develop an understanding of cultural organisations while gaining a firm grounding in the processes involved in management planning in the creative sector, from marketing and technical skills to managing resources and engaging with other organisations and individuals. Your learning will cover:

- Introduction to the Cultural Sector
- Professional Engagement
- Music, Theatre and Entertainment Management
- Understanding Cultural Organisations
- Professional Development
- Marketing for Music, Theatre and Entertainment

Stage 2

You'll continue to develop peer and self-evaluation skills as you explore innovative possibilities for delivering successful projects. Live briefs informed by visiting speakers and The Performance Centre Public Programme will bring depth and flavour to your studies.

Your learning will cover:

- Critical and Cultural Appreciation
- Collaborative Interdisciplinary Project
- Entertainment Law
- The Artistic Producer
- Collaborative Performance Event
- Financial Planning

Stage 3

By your final year, you'll have the confidence and skills to get hands-on with organising and delivering a more complex live cultural project. Connecting with the media and creative industries both on and off campus, you'll build valuable relationships to launch your career on graduation.

- Professional Studies
- Live Cultural Project Preparation
- Live Cultural Project
- Cultural Contexts

WHY FALMOUTH?

'Our forward-looking course is based in a vibrant professional venue, where you will be surrounded by innovative dancers, musicians, actors and theatre makers. You will learn transferable skills for an exciting career in the rapidly changing music, theatre and entertainment industries.'

Adrian Bossey,
Head of Cultural
Management & Production

Who we work with

- Yamaha Music Europe
- Island Records
- Cornwall Music Forum

Worth shouting about

- Hamish Jenkinson, Former Director of The Old Vic Tunnels, Executive Assistant to Madonna, Guy Richie & Kevin Spacey
- Links with the public programme at The Performance Centre
- The opportunity to meet and work with a range of student and professional performers who are based in The Performance Centre

What they say

'The rapidly changing Music, Theatre & Entertainment industries need a new generation of pioneering managers, with expertise, entrepreneurship and industry contacts. The course at Falmouth provides just this.'

Hamish Jenkinson,
Former Director of The Old Vic Tunnels,
Executive Assistant to Madonna, Guy Richie
& Kevin Spacey and Visiting Professor for
Cultural Management & Production.

ALSO ↓

Great organiser?

Check out BA(Hons) Creative Events Management (p58-59) in the main prospectus and the BA(Hons) Cultural Tourism Management course leaflet.