

BACHELOR OF ENTERTAINMENT MANAGEMENT - What will you study?

3 CORE SUBJECT STREAMS Lead both the commercial and artistic sides of the business	Year 1 (40 Credit Points)	Year 2 (40 Credit Points)	Year 3 (40 Credit Points)
ARTS & ENTERTAINMENT MANAGEMENT	Introduction to Arts & Entertainment Management (4 CP) Artist Management (4 CP) Digital Marketing (4 CP)	Promotions & Publicity (4 CP) Perspectives on Cultural Policy (4 CP) Marketing Research (4 CP)	Strategic Partnership Development & Negotiation (4 CP) BEM Internship i (4 CP) BEM Internship ii (4 CP)
MARKETING & GENERAL BUSINESS MANAGEMENT	Introduction to Marketing & Communications (4 CP) Music Publishing (4 CP) Consumer Behaviour (4 CP)	International Business (4 CP) Financial Management in the Entertainment Industry (4 CP) Venue Management (4 CP)	Governance, Ethics & Social Responsibility (4 CP) Relationship Marketing (4 CP) Business Planning (4 CP)
ASSOCIATED BUSINESS STUDIES & ELECTIVES	Creativity (4 CP) Music Industry History (2 CP) Introduction to Entertainment Law (2 CP) Economics of the Entertainment Industry (4 CP) Organisational Behaviour & Human Resources (2 CP) Elective (2 CP)	Intellectual Property Law (2 CP) Project & Event Management (4 CP) Managerial Culture (2 CP) Media Law (2 CP) Elective (2 CP) Elective (2 CP) Elective (2 CP)	Entrepreneurship (4 CP) Contracts & Negotiations (2 CP) Special Project (4 CP) Elective (2 CP) Elective (2 CP) Elective (2 CP)

* Indicative as at March 2018 – subject guide and pathway overview may be subject to further revision and alteration

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