



We proudly present the first and only academic course of its kind in the Philippines and surrounding countries:

Bachelor of Music in Music Management

Music is art. To ensure that this art of musicians does not become a "bread-and-butter art", it requires the active support of Music Managers. Music Managers look after musicians of all kinds and are responsible for planning and organizing musical events, recordings, performances, or festivals. As part of these activities, they perform marketing tasks, such as placing artists on the radio or TV, print advertising, etc., but are also responsible for finances and rights management. They also ensure ideal production conditions and have an overview of the necessary hardware and the most important music programs. In short, they pull the strings in the background so that the artists can fully concentrate on their music.

In the 4-year music management Bachelor course at the Liceo Conservatory of Music, Theater and Dance in Cagayan de Oro (Philippines), you will learn from experienced industry professionals exactly those aspects that will help you to be successful in the music business. In addition to artist management, you will gain valuable knowledge in event management, rights management - including digital rights - as well as booking & live management. This is rounded off by an insight into event technology and music production with a special focus on studio production.

The specialist knowledge imparted in the course - and the bachelor's degree earned by successfully completing the course - will set you apart from your competitors and you will be optimally prepared for work in the music industry. As a qualified Music Manager, you promote talents and established bands, orchestras, and choirs, plan concerts, festivals, and tours, negotiate record contracts and manage exploitation rights.

Whether label, artist agency, concert organizer, or venue manager: the bachelor's degree in Music Management at the Liceo Conservatory of Music, Theatre and Dance lays the foundation for a career in the colorful world of the music industry. Because behind every successful concert, festival or artist there is always an intelligent management!

Contact us via Email: music@liceo.edu.ph or Tel.: 0915 567 5965



Bachelor of Music in MUSIC MANAGEMENT

Course Contents (4 years)

Basic knowledge of the music industry and the parties involved:

- Theaters, concert promoters, record companies, radio stations, TV, artists, managers, agents, et al.
- Changes since the beginning of the digital age
- Educational institutions and music professions (musician, composer, sound engineer, director, etc.)
- Copyrights and Creative Commons (US & PH) vs Copyright and neighboring rights in Europe (GEMA & GVL)
- Online-Lecture on Copyrights by a renowned expert with panel discussion/question time

Artist management, performing arts centers, theaters, orchestras & choirs:

- From talented student to the newcomer, entering the music business.
- Agencies and managers, working methods, contacts, clichés, and truths
- Theater structure, state-subsidized and freely financed culture, performing arts centers, contracts
- Structure of an orchestra, differences between so-called classical music and light music, contracts for orchestras
- Financing models, Cost calculation with Excel and ASANA

Event management, involvement of artists:

- Description of the event industry, assignments in hotel and restaurant industry, congress industry, public etc.
- Professional planning and execution of events
- Possible applications for artists in events, selection procedure, contractual framework conditions
- Explanation of the so-called foreigner tax in Europe

Label & Rights (incl. Digital) Management, Publishing:

- Explanation of label, variants of self-founding, band takeover contract, artist exclusive contract
- History of rights management from the 19th century until today
- Rights Management on the Internet
- Different variants of publishing, from self-publishing to edition to publishing contract
- Online-Lecture by a renowned publisher with panel discussion/question time

Booking & Live Management - Contracts and Practice:

- Distinguishing between agencies, managers, tour promoters, local promoters, respective contract contents.
- Networks, associations, and other possibilities for artists (showcases, fairs, etc.)
- Online-Lecture by a renowned artist representative (agent or manager) with panel discussion/question time

Music production - technology & programs:

- Explanation of the most important hardware in the studio area (microphones and recording technology).
- Basics of the most important music production programs (Logic, Pro Tools, etc.)
- Duplication possibilities from self-burning to sound carrier pressing (incl. burn-on-demand, streaming variants...)
- Studio production from the different points of view (role plays) Musician, sound engineer, agent/manager...
- Recognizing conflicts and developing strategies
- Online-Lecture by a renowned music producer with panel discussion/question time

Event Technology & Safety:

- Basics of event technology, standard setups, sound reinforcement options, lighting technology, effects.
- Relevant regulations, venue regulations, etc.
- Safety concept creation and official approval procedures

Internship & Final report:

- Internship in a recording studio or publishing house, agency, performing arts center, music manager ...
- Final report of each participant in form of a short presentation, discussion about the experiences

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