

Career destinations

BA (Hons) Music Promotion

Percentage of leavers in known destinations (2009)

The first students completed this course in July 2010, surveys of graduates from this course will therefore begin early next year.

An insight into the sorts of options available to students at the end of this course can be gained by looking at destinations of leavers from similar courses. Follow the links below to view the destinations of students graduating from:

- BA (Hons) Urban and Electronic Music
- BA (Hons) Digital Music

Knowledge and skills

Throughout this degree, students develop the practical skills needed to develop and run promotional campaigns. Working alongside students from other music disciplines such as performance and production enhances the skills necessary to work in music promotion. To be successful in this industry, graduates need: creative skills; the ability to work well in a team and individually; high level communication skills, both written and verbal; networking and negotiation skills and good organisational skills. They will also need the confidence to work in a fast-moving and competitive industry as well as a genuine love of and respect for music.

Professional accreditation

Accredited by Skillset (the Sector Skills Council for the Creative Media) as part of the University's [Skillset Media Academy](#) - a national centre of excellence in media education.

Career opportunities

Music promoters can work for individual performers, record companies or a particular venue (e.g. theatres, arenas and cruise liners). Entry to this industry will be competitive. Students need to take every possible opportunity to network and build up contacts throughout their course. Any examples of hands-on experience will be valued by the industry. Detailed job descriptions and labour market information can be found in the music section of www.creative-choices.co.uk

The industry is very diverse and graduates might want to explore other opportunities in music such as sales and marketing, public relations, event management, retail, arts administration and publishing.

Graduates could also choose to work in areas such as public relations, marketing and events outside of the music industry. Further information about these roles and graduate traineeships in general can be found at www.prospects.ac.uk