

CONTRACT

Date: _____



**Academy of
Sound Engineering**

Ultimate Entertainment Education

Part Time Short Course:

**MUSIC BUSINESS
MASTERCLASS (MBM)**

MUSIC BUSINESS MASTERCLASS

The music business has had a bad rap over the decades. Fingers are pointed at record labels, artist managers, publishers and industry institutions in general for this. In fact, the problem is a disparity in business knowledge between the stage and the office. Artists and producers have historically been ill-informed about the inner workings of the music industry, with devastating financial consequences.

Nick Matzukis (Wits: BA, LLB -Cum Laude; Law), South Africa's leading music business and law authority has set out to change the desperate narrative that has followed the talent of the music industry by compiling his years of experience and knowledge into three curated music business courses. The Music Business Masterclass (MBM) has established itself as a must-do course for any music industry professional from the artist to the executive.

The MBM covers the terms and conventions of the music industry and royalty streams, music industry contracts and copyright. This course will provide you with a detailed understanding of the inner workings of the industry and its role players through case studies, assignments and examples from the music and entertainment industry.

Music Business Masterclass 1: Royalties and Business Models

- **Cost: R 9 365.00** (Textbook included)

Overview of the Music Industry and Royalty Streams.

This course provides a detailed understanding of the workings of the music industry and the roles and capacities of the various industry players, including Collecting Societies.

A crucial part of the course is the understanding of the different royalties and earning streams in the industry, and how they are derived.

The course also includes an analysis of the current state of the industry, and the most modern music industry business models.



Music Business Masterclass 2: Entertainment Industry Contracts

- **Cost: R8 750.00**

Contracts. The course starts with an understanding of the General Principles of Contract, but delivered in a unique manner because all case studies, assignments and examples are from the music and entertainment industries. From there, students are guided through Recording Agreements, Publishing Agreements and Artist Management Agreements, and all variants thereof.

A clause-by-clause analysis is given, to ensure that students leave with sufficient knowledge to negotiate even the most perilous of contractual terrains. No contractual stone is left unturned in this course, which will equip parties on either side of the negotiating table, to achieve the best contractual arrangements possible. A vital course for anyone navigating the sometimes dangerous waters of the music industry. It is highly recommended that students attend this course after completing MBM1 and MBM2.



Music Business Masterclass 3: Entertainment Industry Copyright

- **Cost: R8 750.00**

Copyright. A small word but a pivotally important one for any person seeking to make a career in the music business, whether as artist, composer, publisher, label or manager.

All relevant aspects of South African Copyright Law and processes are analysed and understood on the most practical level possible. This course is crucial for those seeking to protect and earn from their musical creations, as well as those seeking not to be in infringement. Many case studies are analysed, and music and video content is shared and studied, to ensure that students acquire a highly practical platform on which to build their theoretical knowledge of Copyright. It is highly recommended that students attend this course after completing MBM1.



Course details and Ts & Cs

Payment terms:

- 50% deposit upon commencement
- 50% balance due prior to completion

Schedule:

- Starting date: 8th April 2024
- Two nights a week; Monday and Wednesday
- From 18h00-21h00
- Duration: 4 weeks per module
- 12 weeks for all 3 modules

HOW TO APPLY

STEP 1

Interview

All students must have a telephonic interview before registering.

STEP 2

Registration

After the interview, students must submit their enrolment contracts and pay the required registration fees (fees are specific to each course and are indicated by the specific course information reflected below). Please note that the registration fee is non-refundable and payment must be made in cash, via bank deposit, card machine or EFT. The student's name and surname must be used as reference.

The following documents are required:

- Signed enrolment contract
- ID photo of student
- Certified copy of student's ID
- Certified copy of student's passport (for international students)
- Student's CV

STEP 3

Confirmation

Each student will receive an acknowledgement letter containing his or her registration number and confirmation of the programme/s for which he/she has applied. This student will become his/her student ID on enrolment. International students must provide a study visa or similar permission.

For more information, please contact us telephonically on 011 482 9200 or send an email to info@ase.co.za. Alternatively you can download our prospectus or request a call back on our website.

BANKING DETAILS

Payments can be made to the Academy of Sound Engineering and transferred or deposited into our bank account at Standard Bank:

Account name:

Academy of Sound Engineering

Bank:

Standard Bank

Branch/Code:

Cresta/007254

Account number:

002951800

Please send proof of payment, confirmation of bank transfer or bank deposit slip to:

Fax to email: 086 552 8821

Email: payments@ase.co.za

Please use the student name and surname as reference when making internet (online) transfers or bank deposits. It will take longer to process the payment to the relevant account if this is not done.

International transactions:

SWIFT code: SBZA ZA JJ (please include the spaces)

Bank addresses:

P.O. Box 5346, Cresta, Gauteng, South Africa, 2118.

Cresta Shopping Centre, cnr Beyers Naude Drive and Weltevreden Road, Cresta, Randburg, Gauteng, South Africa, 2194.

Campus address:

82 Richmond Avenue, Auckland Park, Johannesburg, South Africa, 2092.

ASE contact number: (+27) 11 482 9200

ASE email address: info@ase.co.za