Get educated, inspired and developed as an independent performing artist! **This brand-new Artist Development & Marketing course is expressly designed to meet the needs of those who wish to develop a sustainable artistic career.** Learn what is needed to polish your talent and increase your exposure with professional guidance from current industry builders. A combination of professional, industry quality music, professional guidance, and a ready to go marketing package: all taught in this brand-new course! This one-of-its-kind course includes: Vocal/Music evaluation, brand assessment, Bio writing, M
Representation to record labels
Label showcases
Press kits creation

**The Artist Development & Songwriting course is expressly designed to meet the needs of students who wish to develop a sustainable artistic career. One of the many positives of the digital revolution is the freedom it offers artists to take control of, and develop, their career outside traditional label structures.**

With this freedom comes challenges. For artists to succeed they must develop new skills – skills such as fan base development, fan engagement, social network management and building their personal brand. In addition they cannot ignore the fundamental building blocks to grow their talent. From songwriting to stagecraft, and from business to design, students will receive a comprehensive introduction on how to develop as artists in a both a physical and digital world.

from the creative to the commercial.

When you leave the course you will be equipped with a personal and individual strategy designed to develop your professional career. You will have personal contact with the music industry including top A&R and successful songwriters to give you feedback and advice.

an opportunity to learn from, and collaborate with working musicians and music industry professionals.