



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Music Business Fundamentals for South Africa

Culture and Arts / Music

Unit Standard 261340 · NQF Level 4 · 7 Credits · 4 Days

COURSE OVERVIEW

This course provides a comprehensive understanding of the South African music business, covering key structures, roles, revenue streams, and legal frameworks. Learners will gain the knowledge needed to navigate the industry effectively, whether as artists, managers, or entrepreneurs.

Category	Culture and Arts
Subfield	Music
Unit Standard	261340
Accreditation	SAQA Accredited · NQF Level 4 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Describe the structure and key role-players in the South African music industry.
- Explain the various revenue streams and income sources available to music professionals.
- Apply knowledge of copyright, licensing, and royalty collection to protect intellectual property.
- Analyze the impact of digital platforms and streaming on the local music business.
- Evaluate contractual agreements and negotiate fair terms in music business dealings.
- Demonstrate understanding of the regulatory and legal environment governing the music industry in South Africa.

WHO SHOULD ATTEND

- Aspiring musicians, music managers, producers, and entrepreneurs seeking to understand the commercial and legal aspects of the South African music industry.

COURSE OUTLINE

Day 1: Foundations of the South African Music Industry

- Overview of the South African music industry landscape
- Key stakeholders: artists, record labels, publishers, distributors, and managers
- Introduction to copyright: what it protects and how it is created
- Music revenue streams: mechanical royalties, performance royalties, sync licensing, and digital income
- Collective management organisations: SAMRO, SAMPRA, CAPASSO, and their roles
- The value chain: from creation to consumption
- Current trends: streaming, social media, and independent releases

Day 2: Copyright, Contracts, and Legal Essentials

- Copyright ownership: composers vs performers vs producers
- Duration and registration of copyright in South Africa
- Types of contracts: recording agreements, publishing deals, management agreements
- Key contract clauses: advances, royalties, recoupment, term, and territory
- Music licensing: mechanical, synchronisation, and master use licences
- Negotiation strategies for artists and songwriters
- Dispute resolution and role of the Copyright Tribunal

Day 3: Monetisation, Marketing, and Digital Distribution

- Revenue models: sales, streaming, merchandise, live performance, and brand partnerships
- Digital distribution: how it works and aggregators (e.g., DistroKid, TuneCore, Africori)
- Building an online presence: social media, email lists, and content marketing
- Music marketing basics: target audience, branding, and promotional campaigns
- Reading and interpreting royalty statements
- Budgeting and financial planning for independent artists
- Crowdfunding and alternative funding sources

Day 4: Practical Business Planning and Career Development

- Business structures for musicians: sole proprietor, CC, or Pty Ltd
- Tax basics: VAT, income tax, and deductions for creatives
- Creating a business plan: mission, goals, financial projections
- Pitching to record labels, publishers, and brands
- Networking etiquette and building professional relationships
- Career paths in the music industry: artist, manager, agent, producer
- Final project: presentation of a mini business plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **7 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 20,500.00	R 20,500.00
1	In-House	R 26,600.00	R 26,600.00
1	On-Campus (Pretoria)	R 30,800.00	R 30,800.00

UPCOMING SESSIONS

No sessions are currently scheduled. Please contact us to arrange a session at a time and location that suits your team.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 261340) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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