

ENTRY REQUIREMENTS

An individual entering this course should have any of the following minimum requirements:

KCSE C- (Minus) or KCE division II, KACE one (1)
Principal or equivalent qualification
or
Certificate of Experiential Learning or KNQF.



ABOUT US

The Africa Digital Media Institute (ADMI) is a leading creative media and technology training institution, hosting students from more than 21 countries at its Nairobi campus. Our innovative learn-and-work model enables young creatives to get the training, mentorship, and resources they need to turn their passion into a profession.



Extend your learning beyond the classroom through our Industry Immersion programme.



Develop the professional skills you need to launch your career through our Career Launchpad programme.





Intern with leading industry partners through our Apprenticeship programme.


APPLY TODAY

Pick up an application from our Caxton Campus or apply online at admi.ac.ke

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DIPLOMA IN THE ENTERTAINMENT BUSINESS



PASSION TO PROFESSION

WHAT IS THE ENTERTAINMENT BUSINESS?

The Entertainment Business involves managing the business affairs of individuals and companies in the entertainment industry, which includes music, film, television, theater, and other forms of entertainment. This can include negotiating contracts, arranging tours and events, managing, and promoting artists and events.

In addition to these core functions, the Entertainment Business also encompasses areas such as marketing, advertisement, public relations, and event planning, which are essential to the success of artists and companies in the industry.

With the rise of digital media, the Entertainment Business has become even more complex, with new opportunities and challenges emerging for those working in the field.

CAREER OPPORTUNITIES IN THE ENTERTAINMENT BUSINESS

Artist management, where you would be responsible for managing the business affairs of musicians, performers, or actors. This includes negotiating contracts, arranging tours and events, and managing an artist's public image.

Event planners who coordinate and manage large-scale events such as concerts, festivals, and award ceremonies.

Public Relations Manager specialist where you help build and manage the public image of artists, performers, and companies in the entertainment industry.

Music publishers who are responsible for promoting and distributing music. They work with songwriters, music producers, and artists to ensure their music reaches the widest possible audience.

COURSE DESCRIPTION

ADMI's Entertainment Business Diploma focuses on essential business areas such as finance and marketing, equipping students with the skills necessary to promote and facilitate visual performing, and media arts and artists.

Throughout this course, students will have the opportunity to acquire and refine various business and management skills that are directly applicable to the entertainment industry. Upon completion of the program, students will have the option to specialize in either events management or the music industry.

LEARNING OUTCOMES

Upon successful completion of the programme, graduates will be able to:

- 1 Identify opportunities in the entertainment industry and create ideas to launch new entertainment products to the market.
- 2 Incorporate technology effectively in the development of projects.
- 3 Manage diverse entertainment projects effectively concerning their business, management, innovation, marketing, and law-related knowledge.
- 4 Communicate and present ideas effectively in visual, oral, and written forms.

COURSE DURATION: 5 Terms + 3-month internship

