

# Creative Industries – Educating Future Professionals

SAE Athens and Music Business Diploma

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# Creative Industries

- A “strange” concept for most of us
- Mostly refers to Music, Film, 3D, Games, Advertising
- Complex industries, products and services, huge projects, many different kinds of professionals involved

# Entrepreneurship & Creative Industries

- Huge corporations dominating the field
- An era of “creative destruction”
- Many small size companies emerging
- Even artists see themselves as entrepreneurs

# Music Industry

## Intellectual Property

Publishing -  
Creators

Master copies

Collecting  
Societies

Artists

## Events

Touring

Small live  
events

Merch

## Recording

CDs

Digital media

Streaming

## Branding

Advertising

Product  
evangelists



# SAE Athens

- Creative Media Education
- SAE Global operating for 38 years
- Over 50 Global locations
- Part of Navitas, an Australian global education leader providing pre-university and university programs

# What we do at SAE

- Diplomas and Bachelors – Creative media college
- Technical knowledge
- Professional placement
- Management – Business Aspects

# Educational Programs

- Audio Production
  - Games production
  - 3D Animation
  - Digital Film Making
  - Web Design & Programming
  - Music Business
- + many seminars on these topics, exploring advanced technical or business aspects of the creative industries!



# Thank you very much

- Feel free to contact me:
- [g.frigkas@sae.edu](mailto:g.frigkas@sae.edu)
  
- Visit us:
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# Thank you very much

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