



MBA 694 - Principles of Entertainment Mgmt I

Course Syllabus

Class Time:	Online, Ongoing
Classroom:	Online
Credits:	3 hours
Grading:	Standard scale A-F

Please Note: This syllabus and this schedule are subject to change due to additional events, and other extenuating circumstances.

Course Overview

Welcome to Principles of Entertainment I. This course is designed to provide you with academic experience conceptualizing and designing entertainment events. The course will allow you to better understand the processes involved in the conceptualization, development and production of live events and management of entertainment properties.

You will be tasked to:

- Create a Music Festival to work on through the semester
- Conceptualize approach to task
- Develop a budget within a set parameter
- Apply the principles from in-class readings, activities and videos to develop plan a for event
- Come up with a Promotion plan for your Event through social media
 - i.e. With UMEM social media, artist (s) social media
 - Your own creations when desired/possible/necessary
- Compete for the most "effect" against other groups in terms of:
 - Budget
 - Events within the

Throughout the course we will maintain an emphasis on applying our knowledge to realistic and relevant problems faced by entertainment professionals. It is only when you have experienced applying your knowledge to actual problems

that you can readily see your strengths and weaknesses, and perhaps more importantly recognize that no single approach is appropriate for all situations. The course is highly interactive. It will challenge your ability to communicate effectively. The purpose of this course is to synthesize real world situations with classroom learning. Students will be responsible for conceptualizing, planning, promoting, and otherwise managing events.

Course Learning Goals - BMGT 402/MBA 694 students will be expected to:

1. Demonstrate ability to conceptualize an event for a(n) artist(s).
2. Demonstrate an understanding of contracts and licenses as applicable to artists.
3. Demonstrate ability to design and evaluate entertainment offerings through budget design Understand and use social media to promote artist(s) and events.
4. Understand and demonstrate the ability to use funds effectively for artist/event development.
5. Demonstrate ability to collaborate for event execution.
6. Evaluate events for effectiveness and success based on unique goals as designed with others.

Course Requirements and Assignments:

Class Attendance: Online course, no attendance required.

Class Participation: You are required to actively participate in class assignments; this may entail posting on discussion boards, working on special event guided projects, or class assignments. Your participation will be based on the quality of your contributions, the level of professionalism you demonstrate, and the value added to each assignment.

Quizzes/Exam: You have 1 comprehensive exam in the course.

Projects: You will be required to perform specific tasks in relation to developing entertainment events and working with artists. You will be asked to individually post on discussion boards in relation to specific events and course milestones. You will also be graded on the effective use of your budget as well as the creation and execution of social media plans.

If reasonable and appropriate accommodation is called for through documentation with The [Equal Opportunity and Affirmative Action Office](#) and Disability Services for Students for you, please notify me immediately so we work together to create the best experience possible for you.

Artist/Event Development hours: Over the course of the semester you are required to work with your artist(s)/event whether special event, musical or theatrical, in a capacity determined (greatly) by the needs of the artist(s)/event and (to a lesser degree) your own interests in accordance with course criteria. For your own sake, I ask you to keep an open mind and understand that this requirement is specifically designed to take you out of the classroom and into the community in order to meet the needs of real people.

In addition, you may be working on a project as an end of the year event for the Entertainment Management program. This event will be developed more fully in class and may be a common working group project.

Discussion Postings: You will be required to post on the Discussion Board in Moodle ongoing impressions of specific events and your role in each events execution. These postings should reference the lectures when appropriate, along with outside literature, with direct quotes related to your own experiences in some way. Be thoughtful, respectful, and grammatically correct. In addition, you will thoughtfully and respectfully respond to at least one other students posting.

Final Report: Following the performance you will write a comprehensive report chronicling your work with your artist(s)/event and your group. You will detail all relevant events in the chain of the artist(s)/events development. I encourage you to keep a journal, whether paper or electronic, and take the time to make notes and record your

thoughts so that you may refer back to these notes when working on the Final Project. We will go into much more detail later in the semester.

Course Materials: Every registered student of Entertainment Management is required to purchase a Resource Pack, available at The Bookstore. One Resource Pack is required per semester, per student, regardless of how many Entertainment Management classes for which you are registered (example: If you are registered for BMGT 401 and BMGT 402, you will only need one resource pack; however, you will be required to purchase a new one if you enroll in Entertainment Management courses next semester). This Resource Pack gives you access to all class materials, to all tools necessary to complete projects, to our guest instructors who are industry professionals and experts, to industry relevant subscriptions and databases, to job and internship opportunities available only to Entertainment Management students, and to our Entertainment Program’s Instructional Center. Students must present the purchased Resource Pack to the Instructor by a certain date indicated by the Instructor or will be dropped ½ letter grade automatically.

Course Grading: Grading is based on a 100 point scale for both undergraduate and graduate students. (You will see a possible 120 points in the Moodle shell. Unfortunately there is not a way to change this, but be aware the course is graded on 100 points.) Each section post is worth 5 points. (3 points for the initial assignment post and 2 points for the response post.) Please be aware I expect you to thoughtfully present your material. I also expect it to be well written and technically correct. Excessive technical errors (4 or greater per post) will result in loss of points.

Grading is as follows:

Assignment	Possible Points	Due Date	We will use a simple scale:	
			Points	Grade
Group Event (Ongoing)	15	Ongoing	94-100	A
Entertainment Management quiz	5	2/2	90-93	A-
Music 4.0 – Tribes quiz	5	2/9	87-89	B+
Special Events quiz	5	2/16	83-86	B
Get More Fans (Getting Press, Blogs) quiz	5	2/23	80-83	B-
Mus. Industry Forms/Mus. Bus. Handbook quiz	5	3/2	77-79	C+
Offers and shows - what do they entail? quiz	5	3/9	73-76	C
Everything - Need to Know-Music Business quiz	5	3/16	70-73	C-
In Class Reading Exam	15	3/30	67-69	D+
Budget check - Posting	5	4/27	63-66	D
Developing Merch - posting	5	5/2	60-63	D-
Effort/Attendance (Mr. Webster’s discretion)	10	----	59 or less	F
Event Development Journal – Physical, email	15	in class		
Total	100			

The group assignments in this course will occur in conjunction with the reading and are designed to enhance your understanding of the material and its application to real events.

Schedule of Classes

<u>Week 1</u>	Introduction, Syllabus, discuss course basics, Break into groups.
Tuesday 1/23	Split into reading/presenting pairs.

Thursday 1/25

Group work Discussion – Developing new events

Discuss Reading: Chapter 1 and Chapter 6 from *Entertainment Management: Towards Best Practices* by Stuart Moss and Ben Walmsley.

Week 2

Tuesday 1/30

Reading: Chapter 1 and Chapter 6 from *Entertainment Management: Towards Best Practices* by Stuart Moss and Ben Walmsley.

Take quiz before 10 AM, 2/2

Thursday 2/1

How to talk about creating an image for your event,

What the heck are we doing here? Budget – short and quick. Tribes!

1st group from each team presents reading

Reading : Chapter 4 from *Music 4.0* by Bobby Owsinski. **No Class – Pollstar week**

Reading : Chapter 4 from *Music 4.0* by Bobby Owsinski.

Take quiz before 10 AM, 2/9

Week 3

Tuesday 2/6

No Class – Pollstar week

Athlete

Thursday 2/8

No Class – Pollstar week

Week 4

Tuesday 2/13

Discuss reading: 2nd group from each team presents reading

Reading: Chapter 3 from *Special Events: Creating and Sustaining a New World for Celebration, Seventh Edition*, by Professor Joe Goldblatt

Thursday 2/15

Discuss the use of social media and social platforms to engage

Reading: Chapter 3 from *Special Events: Creating and Sustaining a New World for Celebration, Seventh Edition*, by Professor Joe Goldblatt

Take quiz before 10 AM, 2/16

Week 5

Tuesday 2/20

Discuss reading: 5th group from each team presents reading

Reading : Chapter 15 from *GetMoreFans* by Jesse Cannon and Todd Thomas

Using social media as a creator - bring your favorites examples (Post them in Moodle and we'll go through them in class.

Thursday 2/23

Social Media Marketing: Getting Press, using marketing tools, social media measurable's check-in, all groups.

Reading : Chapter 15 from *GetMoreFans* by Jesse Cannon and Todd Thomas

Take quiz before 10 AM, 2/23

Week 6

Tuesday 2/27

Timelines: How a properly created plan can save you from headaches
You should be talking to your artist(s) about what is happening – think in systems.
Discuss reading: 4th group from each team presents reading

Thursday 3/1

A discussion of where we are to this point and how the groups are moving forward.
Reading : Chapter 26, from ***Music Business Handbook*** by David & Tim Baskerville
Take quiz before 10 AM, 3/2

Friday 3/2

Traveler's Rest Fundraiser – Teams working on event

Week 7

Tuesday 3/6

Chapter 1 from ***Thinking in Systems*** by Donella H. Meadows
Discuss reading: 3rd group from each team presents reading

Thursday 3/8

How am I going to pay for this? – What are we paying for – what do we have to work on? Creating our own paper work.

Reading : Chapter 1 from ***Thinking in Systems*** by Donella H. Meadows
Take quiz before 10 AM, 3/9

Week 8

Tuesday 3/13

Reading: Chapters 7 and 15 from ***All You Need To Know About The Music Business, by***
Donald S. Passman.
Discuss reading: 6th and final group from each team presents reading

Thursday 3/15

Event check in – where are you now?

Reading: Chapters 7 and 15 from ***All You Need To Know About The Music Business, by***
Donald S. Passman.
Take quiz before 10 AM, 3/16

Week 9

Tuesday 3/20

Discussion of readings from each group. Discuss salient points and revisit each reading

Thursday 3/22

Bring your laptop, phone, tablet, etc... to class In class exam.

Reading Exam! (opens 3/30 at 11:00 AM closes at 12:30 3/30)

Week 10

Tuesday 3/27

Spring Break – No Class

Thursday 3/29

Spring Break – No Class

Week 11

Tuesday 4/3 **Check-in with Groups and their relationship with their event – what should you be doing now?**

Thursday 4/5 *Tangibles – Bring list of what needs to be done by who in the group. Event checklist.*

No Reading

Week 12

Tuesday 4/10 **Group report on checklist – in class presentations**

Thursday 4/12 **In class work on event**

No Reading

Friday 4/13 **Wylie & the Wild West REQUIRED** event for entire class

Saturday 4/14 **MCT Fundraiser** – teams working that day

Week 13

Tuesday 4/17 **In class work presenting report out of event**

Thursday 4/19 **In class work presenting report out of event**

Week 14

Tuesday 4/24 **In class work on event – Wylie & the Wild West**

Thursday 4/26 **Work on Wylie & the Wild West – all day event – Talk with Tom**

Budgeting posting due by 11/30/16 at noon (individual and group #'s)

Week 15

Tuesday 5/1 Last minute discussions of Events

Thursday 5/3 Loose ends – Swag ideas post -

Week 16

Final project TBA during Finals Week

Nuts and Bolts

College of Business Mission Statement and Assurance of Learning

The University of Montana's School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

ADA Accommodation Statement

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.

Academic Misconduct Statement

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at http://www.umt.edu/vpsa/policies/student_conduct.php). It is the student's responsibility to be familiar the Student Conduct Code. You are also expected to abide by the SoBA Code of Professional Conduct at <http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>

Although you are encouraged to discuss course readings, lectures, etc. with one another, all individual-level assignments should be by the individual student. Neither the University of Montana nor I will tolerate academic dishonesty. Therefore, at minimum, if you cheat on an assignment or exam, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then placing them in your paper(s) without referencing the original source, also constitutes cheating in this course.

Equal Opportunity and Affirmative Action Office and Disability Services Statement

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

Email

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their umontana.edu accounts. Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.