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9-2014

### BMGT 402.01: Principles of Entertainment Management I

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## BMGT 402: Principles of Entertainment Management I (Fall 2014)

### Course Syllabus

Instructor: Marlene Hendrickson  
Office: UC 105 (ASUM Suite)  
Office Tel: (406) 243.5448  
Email: Marlene.Hendrickson@mso.umt.edu  
Office Hours: Tuesday-Thursday 4:00-5:00PM  
Class Time: TR 2:10 PM – 3:30 PM  
Classroom: GBB 226  
Credits: 3 hours

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

### Course Overview

Welcome to Principles of Entertainment I. This course is designed to provide you with first-hand experience in applied event management. The course will allow you to better understand the processes involved in the conceptualization, development and production of live events. 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 planning, promoting, and collaborating with the Missoula Cultural Council to execute the four local auditions which will culminate in the First Night Spotlight at The Wilma Theatre. This project is to be an educational, hands-on experience for the Fall MGMT402 students. Class content will include, but is not limited to, budgeting, marketing, public relations, networking, relationship building, event planning, and non-profit arts organization management. Since this will be high-profile collaboration with an important community arts advocacy organization, it is important that students take their role seriously and conduct themselves in a professional manner. You will be representing the SoBA and the University of Montana at area high schools and in the community.

**Learning Goals**\_- After completing this course, a student will be able to:

- Define commonly used terminology in the field of entertainment
- Understand the role of the artist, agent, promoter, business manager, tour manager, production manager, venue manager, publicist and record label
- Research artist tour history, obtain artist & venue contact information, keep current with entertainment industry news and view upcoming events using Pollstar Pro
- Learn valuable networking skills

- Write a press release
- Prepare and present an event marketing campaign and timeline
- Learn the necessary steps to plan & coordinate an event
- Organize an event in collaboration with multiple agencies and departments
- Understand the marketing preferences across a variety of age demographics
- Become familiar with risk management assessment and event insurance fundamentals

## School of Business Administration Mission Statement

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 [UM Disability Services for Students](#).

(<http://www.umt.edu/dss/>)

## Academic Integrity

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. All students need to be familiar with the Student Conduct Code. The Code is available for review online at [Student Conduct Code](#). It is the student's responsibility to be familiar the Student Conduct Code.

([http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php))

## 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.

**Course Materials:** You will be required to purchase a UMEM Resource Pack (orange card) at The Bookstore. Once you purchase this card, show original receipt and card to Marlene Hendrickson. This resource pack grants you access to PollstarPro.com and is necessary to complete this course successfully. **IF YOU ARE TAKING MORE THAN ONE UMEM COURSE YOU NEED ONLY TO PURCHASE THE ORANGE CARD ONE TIME PER SEMESTER.**

## Grading

Due to the uniqueness of these courses, its real value will be discovered through the following:

**Class Participation and Attendance:** You are required to actively participate in class assignments; these may

be individual, group, 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 project. A peer evaluation will be submitted by each group member at the end of the semester. This evaluation will be 10% of your grade.

Mid-term Exam 10-16-14: Grade 40 %

Comprehensive Final Exam 12-11-14: Grade 40%

Final Project: 10%

Plus grades are earned if within 2% of the next highest letter grade (e.g., 78% is C+). Minus grades are earned if within 2% of the next lowest letter grade (e.g., 81% is a B-). Extra credit is not available. All grades are updated in Moodle on a periodic basis. Final course grades are nonnegotiable.

## Topics and Homework

Actual class assignments and lectures may be subject to change based upon class progress and event dates.

DATE	TOPICS	HOMEWORK
8/26/2014	Introductions/Networking Exercises	Research and write a short synopsis on three (3) common problems working in a group.  What solutions would you suggest to avoid group conflict?  Due 8-28-14
8/28/2014	Group Dynamics and Rules	Bring questions for Kira (2) Due 9-2-14
9/2/2014	Kira Means/You Tube/Q & A Kira Means is a current UM student and a previous winner of the First Night talent competition. We will explore the First Night Spotlight audition and competition process from the perspective of the artist.	Social Capital: What is it? How do you build it?  Why is it important? Due 9-4-14.  What are the key factors in building positive business relationships? How do you build trust?
9/4/2014	Social Capital/Dan Torti Guest Speaker UM Productions Advisor and owner of Stonefly Productions.	Research MCC and write short overview. Due 9-9-14.  BRING ONE QUESTION.
9/9/2014	MCC Intro and Overview	Write 3 questions you want answered pertaining to the entertainment business. Due 9-18
9/11/2014	Power Point on Event Planning	Pollstar Pro research project to be assigned. Due 9-16.
9/16/2014	Identify Groups/Write Mission Statement	Write job descriptions for all First Night assigned roles in 8 words. Due 9-18-14.
9/18/2014	Group Responsibilities, Selection and Goal Setting	Who was Bill Graham? What is his legacy? Write a one-

		page paper. Due 10-16-14. Class participation grade.
9/23/2014	Determine Materials/Tools/Budget Needed	Pollstar Pro research project to be assigned. Due 9-25
9/25/2014	Negotiating Artist Fees	Pollstar Pro research project to be assigned. Due 9-25
9/30/2014	MCC - check-in and present budget proposals	Define the role/functions of the : Artist Manager, Agent & Tour Manager. Due 10-9-14
10/2/2014	Flagship Coordinators/Marc Anthony Visit	Research a popular touring act. Identify and gather the contact information of: the agent, record label, manager/management company & the publicist. Due 10-9-14.  Grading for this is considered Class Participation.
10/7/2014	Guest Speaker: Maria Brunner	Pollstar Pro research project to be assigned. Due 10-14.
10/9/2014	The Guts of Touring	
10/14/2014	Negotiating Artist Fees	Make a budget and put together an offer for a nightclub act with a capacity of 600. Due 10-16-14.
10/16/2014	Mid-Term Exam	Bill Graham paper due today.
10/21/2014	Record Labels, Publishers, Royalties & Copyright	
10/23/2014	MCC Check-in	Concert ancillary revenue sources. What are they?  Who gets them? One page. Due 10-30-14
10/28/2014	Tour Venues	
10/30/2014	Merchandising & Ancillary Revenues	"Cover Your Assets" article in the Pollstar Magazine October 2011 issue.  Read by 11-6-14. Read 10 Worst Concert Accidents: <a href="http://www.mandatory.com/2012/05/06/10-worst-concert-accidents/">http://www.mandatory.com/2012/05/06/10-worst-concert-accidents/</a>
11/4/2014	Election Day/No Class	
11/6/2014	Risk Management Guest Speaker Kathy Krebsbach	Read Justin Moore rider. Due 11-13-14
11/11/2014	Veteran's Day/No Class	
11/13/2014	Guest Speaker: Greg Garber UCAL	Pollstar Pro research project to be assigned. Due 11-18

11/18/2014	PRE-PRODUCTION MEETING	Justin Moore Concert - bring Rider.
11/20/2014	MCC Check-in	
11/25/2014	WORKDAY OFF-SITE	
11/27/2014	Thanksgiving/No Class	
12/2/2014	Auditions	
12/4/2014	Last day of class/Auditions	
12/6/2014	Outlying auditions	UC Ballroom 11:00 a.m.
12/8/2014	Final Comprehensive Exam	3:20-5:20 p.m.

## BMGT 402: Principles of Entertainment Management I (Fall 2014) Final Project Outline

Throughout the semester, you and the members of your group will develop an event plan surrounding First Night Spotlight Auditions, or instruction manual, describing the activities of your group and creating the documentation necessary to recreate your group's activities.

The completed document is due in class on December 10, 2014.

This is a group project. Each student assigned to a group will receive the same grade as every member of that group for this final project.

### Final Project Outline:

- Cover Page (1 page)
  - Title
  - Date
  - Class information
  - Names
- Executive Summary (1 page)
- Table of Contents
- Body
  - Activity Description
  - Purpose of Activity within Spring Thaw as a whole
  - People involved (job descriptions)
  - Organizational Chart
  - Checklists
  - Timelines
  - Contacts
  - Budget (assumptions)
  - Recommendations
  - Exhibits (source materials)