

Fall 9-2015

BMGT 402.01: Principles of Entertainment Management I

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BMGT 402 - Principles of Entertainment Mgmt I (Fall 2015)

Course Syllabus

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| Instructor: | Mike Morelli |
| Office: | GBB 336 |
| Office Tel: | (406) 243.5810 |
| Email: | mike.morelli@umontana.edu |
| Office Hours: | M-Th 1:00 PM – 2:00 PM |
| Class Time: | TTH 2:10 PM – 3:30 PM |
| Classroom: | GBB L14 |
| Credits: | 3 hours |
| Grading: | Contract (No CR/NCR available) See below |

Please Note: This syllabus and this schedule are subject to change depending on guest speaker availability, 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.

You will be tasked to form groups to:

- Find an artist(s)
- Work with your artist to define who they are and develop their "image"
- Record your artist(s) both audio and visual
 - With KBGA -<http://kbga.org/>
 - Video - we'll discuss in groups
- Promote your artist(s) through social media
 - With UMEM social media
 - Artist (s) social media
- Compete for the most "effect" against other groups
- Promote and work the Entertainment Management Awards show at the Top Hat with your artist(s)

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 planning, promoting, executing, and otherwise managing the events which constitute the Entertainment Management Awards (EMA'S).

Although we have a model in place for the EMA'S, I want the class to pick artists you would like to work with. We will talk more about this the first couple of weeks of class. I would like this to be an educational, hands-on, and most importantly, a fun and great experience for the students.

Course Learning Goals

BMGT 402 students will be expected to:

1. Demonstrate ability to find and work with an/a artist(s).
2. Demonstrate ability to execute events through ongoing experiences with artist(s).
3. Understand and use social media to promote artist(s) and events.
4. Demonstrate ability to collaborate for event execution.
5. Evaluate events for effectiveness and success based on unique goals as designed with others.

School of Business Administration 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.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

Learning Goal 1: SoBA graduates will possess fundamental business knowledge.

Learning Goal 2: SoBA graduates will be able to integrate business knowledge.

Learning Goal 3: SoBA graduates will be effective communicators.

Learning Goal 4: SoBA graduates will possess problem solving skills.

Learning Goal 5: SoBA graduates will have an ethical awareness.

Learning Goal 6: SoBA graduates will be proficient users of technology.

Learning Goal 7: SoBA graduates will understand the global business environment in which they operate.

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.

Course Requirements and Assignments

Class Attendance: You will be given two unexcused absence for the whole semester (please use them wisely). You are required to attend all other classes unless you receive prior and documented approval from the instructor. Extenuating circumstances must be discussed with your instructor on a case by case basis. It is the student's responsibility to initiate discussion either through email or face to face within 72 hours of the missed class to determine excused/unexcused status. For each additional unexcused class that you miss you will drop one-half letter grade.

Class Participation: 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 assignment. On guest lecturer days you are required to dress a minimum of business casual. This shows your respect for the industry leaders who are coming to Missoula to share their knowledge.

Projects: You will not have exams in the course. You will be required to perform specific tasks in relation to finding and developing an/a artist(s). You will be asked to individually post on discussion boards in relation to specific events and course milestones. If reasonable and appropriate accommodation is called for though 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 Development hours: Over the course of the semester you are required to work with your artist(s) in a capacity determined (greatly) by the needs of the artist(s) 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.

Discussion Postings: You will be required to post on the Discussion Board in Moodle ongoing impressions of specific events and your role in each event's 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 respond to at least one other student's posting in a thoughtful and respectful manner.

Final Performance: All of the artists working with the class will perform at the Top Hat one night the week before Thanksgiving. This performance will be supported by the class, more on this later, and will include an element of

competition for EMA's. This is an opportunity for you to use your individual talents and skills to make this a memorable event.

Final Report: Following the performance you will write a comprehensive report chronicling your work with your artist(s) and your group. You will detail all relevant events in the chain of the artist(s) development. I encourage you to keep a journal, where 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. You will also be asked to access *Pollstar and Celebrity Access databases*; access to databases available through mandatory purchase of resource pack. You will pull up analogous working acts and bands, talk about their routing and touring, and come up with a tour that makes sense for your artist. 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 Mike Morelli by Monday, September 7, or will be dropped ½ letter grade automatically.

Course Grading:

This is a Contract Grading course. At the end of this document you will find Contracts which specifically state what you will do in order to earn your grade in this course. As with any course, your actions will determine your grades. Failure to meet your contractual obligations will result in clearly defined penalties. Going beyond your contractual obligations may or may not result in raising your grade. If you exceed your obligations it is your responsibility to call your action to the attention of the instructor and attempt to renegotiate your contract. However, if you are on track to earn an A and you far exceed the criteria to do so, I can still only record an A. However, if you are on a B contract and meeting the criteria for A work, you will file a request to renegotiate your contract with me and we will go through the criteria together.

Schedule of Classes

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| Tuesday, September 1 | Introduction, Syllabus, discuss course basics Student Behavior - (An Ongoing class project) What is an event? - A broad overview – Murphy's Laws and Events: What Can Go Wrong Will |
| Thursday, September 3 | Creating realistic events, roles and requirements, Final Project discussion Divide class into groups: |
| Tuesday, September 8 | Finding artists: - How might they be - how do I talk with them? <i>Final day to turn in course contracts</i> |
| Thursday, September 10 | Developing materials for your group: What might your artist(s) need? Discuss paperwork you need to create for the course |
| Tuesday, September 15 | Exploring your creations: Cuss and discuss paperwork you created |

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| Thursday, September 17 | How to talk about creating an image with your Artist(s) |
| Tuesday, September 22 | Do You Have An Artist? Discuss artist(s) you have at this point (Moodle discussion posting) Get ready for Open Mic Night at the UC |
| Thursday, September 24 | Setting up recording time: KGBA-radio, Video- in-class/out of class resources |
| Tuesday, September 29 | Using social media as a creator - bring your favorites examples (Post them in Moodle and we'll go through them in class |
| Thursday, October 1 | How am I going to pay for this? |
| Tuesday, October 6 | Timelines: How a properly created plan can save you from headaches <i>You should be talking to your artist(s) about setting up recording time</i> |
| Thursday, October 8 | Project Workshop: What Questions Do You Have so far? |
| Tuesday, October 13 | Recordings - Audio, visual, both - Products for EMA'S -cuss and discuss. Post in Moodle |
| Thursday, October 15 | Social Media Marketing: Enhancing Your Event, Not Over Exposing |
| Tuesday, October 20 | Artists in Class? Talk with your folks, see if they can make it in! |
| Thursday, October 22 | Just Because You Can Doesn't Mean You Should: Resource realities |
| Tuesday, October 27 | Where are you posting, what's effective, what's not? Develop criteria for evaluating social media efforts. Create campaigns together. |
| Thursday, October 29 | Challenges/successes so far: Be prepared to discuss group activities |
| Tuesday, November 3 | Getting ready for the EMA'S at the Top Hat: Artists, set lists, products, logistics |
| Thursday, November 5 | Getting ready for the EMA'S at the Top Hat: Artists comparisons, Who's winning the social media realm? |
| Tuesday, November 10 | Check-in with Groups and their relationship with their artists - |
| Thursday, November 12 | Getting ready for the EMA'S at the Top Hat: Artists, set lists, products, logistics <i>Possible Monday 16th Top Hat performance</i> |
| Tuesday, November 17 | Either Debrief show OR Get ready for EMA'S |

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| Thursday, November 19 | Either Debrief show OR Get ready for EMA'S <i>Possible Friday 21 or Saturday 22 Top Hat Performance</i> |
| Tuesday, November 24 | Final Project research outside class |
| Thursday, November 26 | <u>No Class – Thanksgiving</u> |
| Tuesday, December 1 | Group Work what did you accomplish, how will it help your Artist(s)? Bring computer, notebook, writing materials, etc... |
| Thursday, December 3 | Artist Development Project |
| Tuesday, December 8 | Current events: What's going on in the entertainment industry? |
| Thursday, December 10 | Graduate Student Presentations, Course Wrap-Up <i>Final Project Due through Moodle</i> |

There will be no exam during the scheduled final time

"A" Contract

I, _____, understand that an A exemplifies "Excellent" work and demonstrates a mastery of the material in addition to a passion for the subject. I will earn an A in BMGT 401 by successfully completing the following tasks:

Please Initial

- _____ 1. Attendance: I will have no more than 2 unexcused absences in the course
- _____ 2. Class Participation: I will actively participate in class discussions
- _____ 3. I will work cordially and respectfully with my team and my artist(s)
- _____ 4. I will help record my artist(s) at a local radio station and work to help promote the artist through the station.
- _____ 5. I will help video my artist(s) and will post this recording on social media sites with artist permission
- _____ 6. I will complete all Artist Development tasks at an excellent standard including setting up and working the Top Hat Show and any outside events I agree to work
- _____ 7. I will post in every discussion board as instructed by my professor at an excellent standard with no more than 3 technical errors
- _____ 8. I will submit my Final Project through Moodle to my instructor on time. I will work with the Writing Center on my Final project and submit evidence of doing so to my Instructor. I will complete the Final Project at an excellent standard with no more than 3 technical errors
- _____ 9. I have read, understand, and agree to the terms of the syllabus

Should I fail to complete any of the above contracted items I will lose one half letter grade per missed item. More than 2 missed items will require a renegotiation of contract with my Instructor.

Student

Date

Instructor

Date

“B” Contract

I, _____, understand that B exemplifies “Above Average” work and demonstrates a knowledge of the material in addition to an interest in the subject. I will earn an B in BMGT 401 by successfully completing the following tasks:

Please Initial

- _____ 1. Attendance: I will have no more than 2 unexcused absences in the course
- _____ 2. Class Participation: I will actively participate in class discussions
- _____ 3. I will work cordially and respectfully with my team and my artist(s)
- _____ 4. I will help record my artist(s) at a local radio station and work to help promote the artist through the station.
- _____ 5. I will help video my artist(s) and will post this recording on social media sites with artist permission
- _____ 6. I will complete all Artist Development tasks at an above average standard including setting up and working the Top Hat Show and any outside events I agree to work
- _____ 7. I will post in every discussion board as instructed by my professor at an Above Average standard with no more than 3 technical errors
- _____ 8. I will submit my Final Project through Moodle to my instructor on time. I will work with the Writing Center on my Final project and submit evidence of doing so to my Instructor. I will complete the Final Project at an above average standard with no more than 3 technical errors
- _____ 9. I have read, understand, and agree to the terms of the syllabus

Should I fail to complete any of the above contracted items I will lose one half letter grade per missed item. More than 2 missed items will require a renegotiation of contract with my Instructor.

Student

Date

Instructor

Date

"C" Contract

I, _____, understand that C exemplifies "Average" work and demonstrates some knowledge of the material and a desire to achieve a passing grade in the subject. I will earn a C in BMGT 401 by successfully completing the following tasks:

Please Initial

- _____ 1. Attendance: I will have no more than 4unexcused absences in the course
- _____ 2. Class Participation: I will participate in class discussions
- _____ 3. I will work cordially and respectfully with my team and my artist(s)
- _____ 4. I will help record my artist(s) at a local radio station
- _____ 5. I will help video my artist(s) and will post this recording on social media sites with artist permission
- _____ 6. I will complete all Artist Development tasks at an average standard including setting up and working the Top Hat Show and any outside events I agree to work
- _____ 7. I will post in every discussion board as instructed by my professor at an average standard with no more than 3 technical errors
- _____ 8. I will submit my Final Project through Moodle to my instructor on time. I will work with the Writing Center on my Final project and submit evidence of doing so to my Instructor. I will complete the Final Project at an above average standard with no more than 3 technical errors
- _____ 9. I have read, understand, and agree to the terms of the syllabus

Should I fail to complete any of the above contracted items I will lose one half letter grade per missed item. More than 2 missed items will require a renegotiation of contract with my Instructor.

Student

Date

Instructor

Date