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MGMT 495.02: Entertainment Management

Scott Douglas

University of Montana - Missoula

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Entertainment Management Course Syllabus

Spring 2003

Course: MGMT 495-2

Professor: Scott Douglas

Title: Entertainment Management

Office: GBB 340

Class Time: 3-9p Fri. & 9a-9p Sat.
9am-1pm Sun.

Office Hours: 9am-1pm Fri.

Room: GBB L09

Office Tel.: 243-6599

Credits: 3 hours

Home Tel.: 607-777-2544

email:

scott.douglas@business.umt.edu

Course Overview:

Welcome to MGMT 495-2, Entertainment Management. I am Dr. Scott Douglas and preferred to be called Dr. Douglas, Professor Douglas, or Scott. Although I am the instructor of record, this course will be primarily delivered by noted professionals from the entertainment industry, particularly as it pertains to music entertainment.

The purpose of the course is to provide a basic understanding of the entertainment business to students interested in the many career opportunities in the world of entertainment. Students will learn the process involved in developing, presenting and sustaining an artist's career while incorporating related business aspects of the entertainment profession. Throughout the course we will maintain an emphasis on providing a practical and value-added insight to the entertainment industry. In doing so, we will place 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.

ADA Accommodation Statement:

Students with any type of documented disability that may interfere with learning in class may negotiate a reasonable accommodation with the instructor of record early in the semester.

Course Requirements and Assignments:

You should read all required assignments prior to the first day they are scheduled. The required reading is considered a minimum. Thus, we hope you will be actively reviewing other literature and topics of related interest. Without your input, our class is limited to the readings and our interpretations.

Due to the uniqueness of this course, its real value will be discovered through the

following:

1) Presentation and in-class application of materials by noted experts: Given the vast amount of knowledge and experience that will be shared during the class meetings, it is very important that students make concerted efforts to attend class as scheduled. **(30% of class grade)**. In addition, the student's comprehension of the knowledge shared by these experts will be assessed using three short essay/multiple choice examinations throughout the course. **(15% of class grade)**.

2) Service learning outside of regularly scheduled class times: Since much emphasis is being placed on the application of the knowledge being shared by the instructors, students will be required to participate in a practical, relevant, and real-life situation (e.g., production of an end of the year event) that will require them to demonstrate a basic understanding and ability to function effectively within the entertainment industry. **(20% of class grade)**

3) Special-Events business plan: Students are expected to have the ability to integrate the knowledge they acquired during the course. In light of this expectation, students will be placed into groups that will be responsible for the development of a comprehensive business plan for a "Missoula-based" special-event of their choice. **(35% of class grade)**

Grading:

A (90 - 100) B (80 - 89) C (70 - 79) D (60 - 69) F (59 or below)