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BMGT 402.01: Principles of Entertainment Mgmt I

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BMGT 402 - Principles of Entertainment Mgmt I (Fall 2017)

Course Syllabus

Instructor:	Mike Morelli
Office:	GBB 336
Office Tel:	406 243.5810
Email:	mike.morelli@mso.umt.edu
Office Hours:	M W 1:00 PM – 2:00 PM
Class Time:	MW 12:30 PM – 1:50 PM
Classroom:	GBB 122
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

In this course, students are introduced to the fundamental aspects of the entertainment business. Topics include: artist development and management, productions, promotions, venue management, and marketing. By the end of the course, students will produce an artist development plan. To do all this, we will focus on four different segments of the Entertainment Industry:

- Music – including live concerts, traditional recorded music, and streaming
- Theatre/Touring - both for-profit and not-for-profit
- Books/Publishing – Jeff Hull and Sky Horse Publishing
- Sports - NCAA/Minor League Baseball/Green Bay Packers
- Film – Balto 2, Big Sky Documentary Film Festival

In order to provide a framework for exploring the similarities and differences in these segments we'll use 5 P's:

- Product, Place, Promotion, People, Price

We'll discuss each sector in general using these 5 P's in a broad overview. Then we'll go in-depth with each industry and one specific idea.

- Music - PRODUCT
- Theatre/Touring - PLACE
- Books/Publishing - PROMTION

- Sports - PEOPLE
- Film - PRICE

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

1. Demonstrate ability to work with an/a artist(s).
2. Demonstrate an understanding of contracts and licenses as applicable to artists.
3. Demonstrate ability to execute events through ongoing experiences with artist(s).
4. Understand and use social media to promote artist(s) and events.
5. Understand and demonstrate the ability to use limited funds effectively for artist development.
6. Demonstrate ability to collaborate for event execution.
7. Evaluate events for effectiveness and success based on unique goals as designed with others.

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. You will receive up to 5% of your grade based on the amount of effort you exhibit in the course. This grade is determined solely by Dr. Morelli. On guest lecturer days you are required to dress a minimum of business casual. (What is business casual? - https://en.wikipedia.org/wiki/Business_casual) This shows your respect for the industry leaders who are coming to Missoula to share their knowledge.

Additionally, you will be broken into teams and further into "reading groups". Each group will be assigned a specific reading section. This section will be presented to the class as first a discussion of important points, and then as it applies to group project the students are currently working to accomplish. This presentation should total 15 minutes with approximately the first 5 minutes discussing important points in general and the next 5 minutes relating the points to the project. These presentations should include a visual component – Power Point, Prezi, etc ..., which you will send to Dr. Morelli prior to the presentation. You are also required to write 6 multiple choice questions (for the group) based on the reading and lecture, which you will propose to the class as the final 5 minutes of your presentation. These multiple choice questions should also be emailed to Dr. Morelli separately with the names of group members included. 5% of your grade will be based on this presentation of the material.

Exam: You will 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 Mike Morelli by Monday, September 12, 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
Music group project	8	9/24
Theatre group project	8	10/08
Books group project	8	10/22
Sports group project	8	11/05
Film group project	8	11/19
Presentation/10 questions	10	Varies
In Class Reading Exam (Bring devices to class)	15	11/29
Attendance	5	Ongoing
Effort & Engagement (Dr. Morelli’s discretion)	10	Ongoing
<u>Event/Artist Project, Posting req. (Physical?)</u>	20	in class 12/11/17
Total	100	

We will use a simple scale:	
<u>Points</u>	<u>Grade</u>
94-100	A
90-93	A-
87-89	B+
83-86	B
80-83	B-
77-79	C+
73-76	C
70-73	C-
67-69	D+
63-66	D
60-63	D-
59 or less	F

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

Week 1

Wednesday 8/30 No Class (Courses start on Thursday 8/31)

Week 2

Monday 9/4 No Class – Labor Day

Wednesday 9/6 Introduction, Syllabus, discuss course basics, Break into groups.
Split into reading/presenting pairs. Melissa Bangs!

Reading:

Week 3

Monday 9/11 **Group Discussion – 5 P's and what they mean to music**

Wednesday 9/13 **Team Presentations and Interlocutor questions (at least 10 per group) on**

Presenters and Interlocutors, please post in the forum

Week 4

Monday 9/18 Special Guest Dave Glowacki –Music in the studio and on tour

Wednesday 9/20 Music as a product post – be ready to discuss/present in class the material you will post in the forum.

Week 5

Monday 9/25 Group Discussion of video, readings and the 5 P's as they affect theater.

Wednesday 9/27 **Team Presentations and Interlocutor questions (at least 10 per group) on**

Post in Forum

Week 6

Monday 10/2

Guest from MCT

Wednesday 10/4

Special Guest Gary Mcavay – Columbia Artist Theatricals
[REDACTED]

Week 7

Monday 10/9

Books – Discussion – 5 P's
[REDACTED]

Wednesday 10/11

Student presentation [REDACTED]

Week 8

Monday 10/16

Special guest Author in class – Angela Brietenbach

Wednesday 10/18

Special Guest in class – Jeff Hull
[REDACTED]

Week 9

Monday 10/23

Discussion Group discussion 5 P's and SPORTS
[REDACTED]

Wednesday 10/25

Team Presentations and Interlocutor questions (at least 10 per group) on
[REDACTED]

Week 10

Monday 10/30

Special Guest Tia Fluri and ...

Wednesday 11/1

Special sports guest (s)

Week 11

Monday 11/6

Huge guests! Ken Deans (Coachella, Stagecoach) Maria Brunner (Insight Management)

Wednesday 11/8

Group discussion 5 P's in Film [REDACTED]

Week 12

Monday 11/13

Team Presentations and Interlocutor questions (at least 10 per group) on
[REDACTED]

Wednesday 11/15 Special guest David King – film producer

No Reading

Week 13

Monday 11/20 – **Out of class research for final project**

Wednesday 11/22 **Travel day Thanksgiving**

Week 14

Monday 11/27 In-Class reading review – make test

Wednesday 11/29 **In-Class Exam (Bring your device)**

Week 15

Monday 12/4 Work on Final Projects in class

Wednesday 12/6 Work on Final Projects in class

Week 16

Monday 12/11 *Present Final Project in Class*

Nuts and Bolts

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.

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.