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Spring 2-1-2017

### BMGT 403.01: Principles of Entertainment II

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The University of Montana  
School of Business Administration

BMGT 403: Principles of Entertainment II (Spring 2017)  
a.k.a. Weekend Seminars

Course Syllabus

Instructor: Dr. Mike Morelli  
Office: GBB 336 Office  
Tel.: Mike: 243.5810  
Email: [mike.morelli@mso.umt.edu](mailto:mike.morelli@mso.umt.edu) (preferred method of contact)  
Office Hours: Tues, Thurs 1–2 PM  
Class Time: 4:00-6:50 PM Fridays, 9 AM – 3:50 PM Saturdays (Sat. has 1 hour for lunch)

**February 10 & 11:**

*Devon Hunter & Mark Kocourek – [Crew1 Productions](#)*

**February 17-February 24 (weekend days February 17 & 18):**

*Big Sky Documentary Film Festival* (You are required to attend at least one 2017 [Big Sky Documentary Film Festival workshop](#) and one [documentary film](#) outside of our regularly scheduled class time as well as work one shift as a [Volunteer](#) at any Big Sky Documentary Film Festival.)

**March 3 & 4:**

*Maria Brunner – [Insight Management](#), Eric Greene - [Huka Entertainment](#), Ayappa Biddanda - [Concord Music Group](#)*

**March 10 & 11:**

*Jeremy Sauter & Peter Giannascoli – [Paramount Pictures](#)*

**April 7 & 8:**

*Mike McGinley – [SRO Consultants](#), [Noah Brier](#) – *Percolate* & [Nick Parish](#) - *Contagious**

**April 21 & 22:**

*J. Lee Cook – *First and Goal*, *Seattle Seahawks* & *Rick Mears* - [San Francisco Giants](#)*

Room: GBB 122,  
Credits: 3 hours  
Required Class Materials: UMEM Blue Card (Bookstore)

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 II. This course is designed to provide you with some of the basic tools for better understanding the processes involved in the conceptualization, development and production of live events.

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 purpose of this course is to synthesize real world situations with classroom learning.

Students will learn from experts and professionals of the entertainment industry, thus receiving current, relevant information as it applies to the professional world through their personal experiences. Students will engage the instructors in intelligent and relevant discourse, attend lecture and engage in real world experience both in and out of the classroom.

The course provides you professional and personal development opportunities. Written and verbal communication skills will be put to the test. Workshops, discussions, essays, and lectures will provide you with a greater understanding of the entertainment industry as a whole and your professional and personal situation.

We will use Moodle for posting student assignments and required interaction.

### **Course Learning Goals**

BMGT 403 students are expected to:

1. Understand industry trends based on guest lecturers' expertise.
2. Draw information through the seminar lectures to be applied towards the entertainment industry.
3. Apply personal experience to lectures presented by guest instructors.
4. Workshop together and collaborate based on instruction presented by guest instructors.

### **School of Business Administration Mission Statement and Assurance of Learning**

The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

### **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 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 [http://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php). It is the student's responsibility to be familiar the Student Conduct Code.*

### **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 and Assignments**

You will be required to purchase a UMEM Resource Pack (Resource card) at The UM Bookstore. Once you purchase this card, show original receipt and card to, Becca Gairrett, Hannah Doerner, or other UMEM Office Staff in GBB L02. This resource pack grants you access

to all class materials and all resources necessary to complete this course successfully. Students who have not submitted their Resource Packs to UMEM staff by 3:00pm on Thursday February 17<sup>th</sup> may be dropped from the class. This is the last day to withdraw from classes with a partial refund and the last day to drop classes on Cyberbear or with an override slip.

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

**Class Attendance (10%):** You are required to attend all classes unless you receive prior and documented approval from the instructor. Attendance will be taken at each class meeting. Further, you are expected to dress *at least* business casual for every class meeting. Failure to do so will result in your being sent home and losing attendance points that day.

**Class Participation (25%):** 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.

**Essays (65%):** You are required to post 13 times in Moodle. 5 of your posts will be doing background/guided searches on the speakers and or the interacting with the materials they suggest. Each forum will have its own specifics. 8 times you'll post separate, minimum 300 word essays throughout the semester based on your class/Doc Shop experience. Formatting requirements and essay topics will be posted to Moodle, and these are expected to be turned in via Moodle. The due dates for essays are posted below. Late submissions will not be accepted. In addition to your post, you are required to post a thoughtful and insightful response to another students' post. This response must be a minimum of 100 words.

Weekend #1 Research due Monday, Feb 6, reflection due Wednesday Feb.15, by 11:59 PM, Hunter/Kocourek Discussion Board, Moodle

Weekend #2 No research due. Reflections (Volunteer, Workshop, Film) due Wednesday March 1, by 11:59 PM, Big Sky Discussion Board, Moodle

Weekend #3 Research due Monday, Feb 27, reflection due Wednesday, March 8, by 11:59 PM, Brunner Discussion Board, Moodle

Weekend #4 Research due Monday, March 6, reflection due Wednesday March 15, by 11:59 PM, Sauter Discussion Board, Moodle

Weekend #5 Research due Monday, April 3, reflection due Wednesday April 12, by 11:59 PM, Sauter Discussion Board, Moodle

Weekend #6 Research due Monday, April 17, reflection due Wednesday April 26, by 11:59 PM, Sauter Discussion Board, Moodle

Entertainment Management Resource Packs are required for this class in order to gain access to the instructors, class materials, and all services within Entertainment Management. Resource Packs are available for purchase at the UM Bookstore.

Lastly, please note that I do not tolerate late arrivals to the class. We operate like a business, and thus your lateness is costly to all of us, not to mention a demonstration of a lack of respect.