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BMGT 275.01: Venue Management

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BMGT 275: Venue Management

Instructors: Tom Webster

Office: Dennison Theatre

Class Time: 11:00-12:20 Tues. /Thurs.

Office Hours: Call for an appointment

Room: GBB-106

Credits: 3 hours

Office Tel: 243-2853 (Tom)

Text: "Running Theaters" Duncan Webb

Email: Thomas.Webster@umontana.edu

COURSE OVERVIEW

Welcome to Venue Management 275. I am the Dennison Theatre Director and Adjunct Professor Tom Webster. 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, and successfully managing various entertainment venues. Throughout the semester we will cover numerous aspects of successfully promoting and producing events in various types of venues. Among the details are:

- Promotion and Production
- Talent Research and Procurement/ Artist Agencies
- Budgeting/ Excel Spreadsheets/Internet Marketing
- Crowd Safety
- Concessions/Merchandising/Revenue Streams
- Ticketing
- Entertainment History and Current Industry Trending

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.

COURSE MATERIALS

All course materials will be provided to the student online through separate chapters from relevant texts, or through online resources, this also covers the costs of guest lecturers. You are required to purchase an Entertainment Management Resource card through your digital materials access fees and have a record of your purchase in the office (GBB L02) before 9/18/18 at 3:00 PM. Students who do not purchase a Resource Card by 9/18/18 will lose ½ a letter grade for every week late. If this requirement is an issue please discuss with me before 9/18/18.

COLLEGE OF BUSINESS / MISSION STATEMENT

The University of Montana's College of Business 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 any type of documented disability that may interfere with learning in this class may negotiate a reasonable accommodation with the instructor early in the semester.

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.

ELECTRONIC DEVICE USAGE

Please note: Texting, using your laptops or phones to surf Facebook or the internet, video gaming etc. will not be tolerated in the classroom. Your instructor and guest speakers commit time, travel and

energy to teach, and they should be accorded due respect. If you would like to use your laptop for notetaking, that is acceptable. All device activity will be monitored in class. Thank you

COURSE REQUIREMENTS AND ASSIGNMENTS

1. Book Report: (15% of total):

During the course of the semester you will be asked to read and write a book report. This report will provide an overview and critique of the assigned reading, *Running Theatres* by Duncan Webb. The report will be no longer than 3 (undergrad) - 5 (graduate) typed pages. Announcements on the criteria will be made in class.

Double-Spaced

1" margins all-around

Size 12 New Roman Font

2. Group Participation in Event Center Project (25%)

Throughout the semester all students will participate in an assigned group to research and discuss a hypothetical Event Venue to be built in the Missoula area or the market of the groups' choice. The groups will research the viability and potential for a venue and will develop ideas, plans and potential revenue and usage viability on the Event Center. There will be no right or wrong venue, but each group will utilize all the information disseminated in the class and our guest lecturer's to create a template for the venue, and we will research and discuss the results during the semester.

3. Individual Contribution to Class (20%)

At the end of the semester students will be rated on the contributions they make to a productive conversation within the classroom, particularly with guest lecturers. In short, we value insightful commentary and inquiry, but are not interested in superfluous contributions. We encourage all students to read and research the entertainment industry using all media sources and current industry experts and periodicals such as the Lefsetz Letter, Pollstar, Allmusic, Celebrity Access, etc. Many of the resources can be accessed in the Entertainment Management offices in Gallagher LL35B. In addition, all students will be required to work at, or attend an event in the Dennison Theatre, Wilma, Top Hat or any local venue for hands on experience.

4. Class Attendance (20%)

You are required to attend all classes unless you receive prior and documented approval from the instructor. For each class that you miss unexcused you will drop 1/2 letter grade. However, missing six or more classes unexcused will result in you failing the course. Please note if you are ill or have a legitimate excuse, contact or email your Instructors for an excused absence.

5. Class Exams (20%)

Periodically throughout the Semester the students will be given quizzes covering classroom instruction and information from the various guest speakers. Unless the student has an excused absence these will not be made up.

Each Student will sign up for the Lefsetz Letter, which addresses the core issues of the Music Business: downloading, copy protection, pricing and the music itself. The letter is written by Bob Lefsetz, an American music industry analyst and critic.

SCHEDULE OF GRADES

90-100 A 80-89 B 70 to 79 C 69 or below = F

SCHEDULE FOR CLASS

Wk 1 Aug 28	Introduction, Syllabus review and Discuss Course Basics/ Hand out Duncan Webb book
Aug 30	Industry Terminology Contracts, Riders, Booking and and Venue Basics
Wk 2 Sept 4	Dennison Theatre tour with emphasis on venue production and safety featuring Torg Torgerson, Tech. Director- Dennison Theatre
Sept 6	Continuing Contracts, Riders, and Budgets
Wk 3 Sept 11	Continuing Contracts, Riders, and Budgets
Sept 13	Event and Venue Security and Audience Safety featuring Ben Gladwin, U of MT Office of Public Safety
Wk 4 Sept 18	Continuing Venue Material
Sept 20	TBD
Wk 5 Sept 25	Operating and Managing the non-profit featuring Mike Steinberg- Executive Director- Roxy Theatre/IWFF
Sept 27	Venue management zones/Revenue Streams/Various Venue Types/ Group Venue Assignments
Wk 6 Oct 2	TBD
Oct 4	Sports Management and Facility Operations- Matt Ellis, Executive VP/GM The Missoula Osprey/Ogren Park Missoula
Wk 7 Oct 9	Duncan Webb Book Reports due/ Discussion with the Author Duncan Webb, Webb Consulting, New York, NY
Oct 11	Creating/Promoting and Producing an EDM Festival- Scott Osburn- Highland Entertainment, Dallas/U of MT Alum
Wk 8 Oct 16	TBD
Oct 18	Producing and Promoting in Various Venues featuring Dan Torti- Logjam Presents, Missoula MT
Wk 9 Oct 23	Venue Ticketing
Oct 25	Promoting and Venue History
Wk 10 Oct 30	Booking, Promoting and Producing Major Festivals- Tim Goodridge- Magic City Urban Festival, Billings, MT
Nov 1	TBD
Wk 11 Nov 6	Festival Production and Procurement/Promotion and Publicity- Ken Deans,

	Coachella and Stagecoach Fests/ Maria Brunner, Insight Mgmt.
Nov 8	TBD
Wk 12 Nov 13	Event Ticketing featuring Thomas Hunt, TicketsWest, Portland, OR/U of MT Alum
Nov 15	In-class Venue Project
Wk 13 Nov 20	Field Project
Nov 22	Thanksgiving – No class
Wk 14 Nov 27	Fundraising/Promoting/Booking and Producing for Non-Profit Organizations featuring JoMay Solonen, Executive Director- Missoula Symphony
Nov 29	In-class Group Venue Project workshop
Wk 15 Dec 4	Final Project Presentations: Group Event Projects- Webster/Morelli
Dec 6	Final Project Presentation contd..... Webster/Morelli

Please Note: This syllabus/schedule is subject to change depending on guest speaker availability, additional events, and other extenuating circumstances. All days announced TBD will be flexible depending on guest lecturers. Thank You

GRADING

Grading is as Follows

<u>Assignment</u>	<u>Possible Points</u>	<u>Due Date</u>
Post Student Introduction	3	Sept / 6
Lesson Music Pre-Internet	5	Sept / 13
Quiz Music Pre-Internet	4	Sept / 13
Lesson Music Post-Internet	5	Sept / 20
Post Music Post-Internet	4	Sept / 20
Lesson Theatre Pre-Internet	5	Sept / 27
Quiz Theatre Pre-Internet	4	Sept / 27
Lesson Theatre Post-Internet	5	Oct / 4
Post Theatre Post-Internet	4	Oct / 4
Lesson Sports Pre-Internet	5	Oct / 11
Quiz Sports Pre-Internet	4	Oct / 11
Lesson Sports Post-Internet	5	Oct / 18
Post Sports Post-Internet	4	Oct / 18
Lesson Books Pre-Internet	5	Oct / 25
Quiz Books Pre-Internet	4	Oct / 25
Lesson Books Post-Internet	5	Nov / 1
Post Books Post-Internet	4	Nov / 1
Lesson Film Pre-Internet	5	Nov / 8
Quiz Film Pre-Internet	4	Nov / 8

Thanksgiving Break		Nov / 22
Lesson Film Post-Internet	5	Nov / 29
Post Film Post-Internet	4	Nov / 29
<u>Final Project</u>	7	Dec / 6
Total	100	

Simple Grading Scale

Points	Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 or less	F