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BMGT 402.01: Principles of Entertainment Management I

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BMGT 402 - Principles of Entertainment Mgmt I (Fall 2018)

Course Syllabus

Instructor:	Mike Morelli
Office:	GBB 308
Office Tel:	406 243.5810
Email:	mike.morelli@mso.umt.edu
Office Hours:	W 10:00 AM – 11:00 AM
Class Time:	MW 12:30 – 1:50/Online/onsite
Classroom:	GBB122 – or in Internship site or work pool
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

The purpose of this course is to synthesize real world situations with classroom learning. Students will be responsible for working in real life situations that may include planning, promotion, execution, and concepts of various entertainment offerings. You will be working at either an Internship that has been curated through your professor and the course (or in rare instances one you have set up yourself), or you will be working selected events at the Dennison Theatre and the Adams Center for which you will be trained and assigned as needed. These activities will take the place of daily lecture. Will have at least four guest lecturers in class. These dates require your attendance and will be communicated in advance to you.

You will also work through assigned materials and activities in Moodle where we will focus on five 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 – Online publishing and promotion
- Sports – The effect of one person on sports
- Film – How expensive is it?

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 a team.
2. Demonstrate an understanding of contracts and licenses as applicable to artists or entertainment properties.
3. Demonstrate ability to understand events through ongoing experiences with artist(s)/ products.
4. Understand and use social media to promote artist(s) and events.
5. Understand and demonstrate the ability to use limited funds effectively for entertainment properties.
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: Due to the practical nature of the course, you are required to work in your internship, or work pool assignment when you commit to work. While this is largely between you and your internship supervisor, your efforts reflect directly on this class and the University of Montana. You are required to abide by both the Standards of Academic Conduct and the Standards of Student Conduct found in the Student Conduct Code: <http://www.umt.edu/student-affairs/dean-of-students/Student%20Conduct%20Code%20-%20FINAL%20-%2008-24-18.pdf> Your professor will receive reports on your attendance which will significantly impact your grade.

Class Participation: You are required to actively participate in class assignments; this may entail posting on discussion boards, working internships or special events, or attending and participating with visiting instructors. Participation is based on the quality of your contributions, the level of professionalism you demonstrate, and the value added to each assignment whether in the class or onsite.

Exam: There is one comprehensive exam in the course.

Projects: Every week you will create specific projects designed to explore an entertainment segment. In addition, you will report on your progress in either an internship or in work pool events.

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.

Discussion Postings: You will be required to post on the Discussion Board in Moodle ongoing impressions of specific topics, readings, videos, and websites and work experiences. These postings should reference the material 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 student's posting.

Final Activity: Undergraduate students will take a comprehensive Final Exam that covers readings, videos, and concepts used in the course.

Final Activity: Graduate students will write and submit an original exploratory case study of at least 2000 words on one of the topics covered in this course of the student's choosing.

Course Materials: All course materials are provided to the student online through separate chapters from relevant texts, or through online resources. 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 9/18/17 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**.

Course Grading: Grading is based on a 100-point scale for both undergraduate and graduate students. (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 thoughtful presentation of 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
Digital material purchase	1	9/18
Introductory post	4	8/31
Music Quiz	5	9/1
Music lesson	5	9/8
Work Progress posting	6	9/15
Theater Quiz	5	9/22
Theater discussion posting	5	9/29
Work Progress posting	6	9/29
Books Quiz	5	10/6
Books discussion posting	5	10/13
Work Progress posting	6	10/20
Sports Quiz	5	10/27
Sports discussion posting	5	11/3
Work Progress posting	6	11/10
Film Quiz	5	11/17
Film discussion posting	5	12/1
Work Progress posting	6	12/8
Undergrad Final Exam OR Grad Case study	15	12/10
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

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.