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BMGT 403.01: Principles of Entertainment Management II

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The University of Montana
School of Business Administration

BMGT 403: Principles of Entertainment II (Spring 2016)
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 (preferred method of contact)
Office Hours: Tues, Thurs 1–2 PM

Class Time: 4:10-7:00 PM Friday, 9:10 AM – 4:00 PM Saturday

February 5 & 6 Jeremy Sauter & Peter Giannascoli - Paramount Pictures
February 22 – 25 (Big Sky Documentary Film Festival)
February 26 & 27 Damon Metzger & Guests – 7S Management
April 15 & 16 Maria Brunner - Insight management, Scott Perliwitz – Sub
Pop Records
April 22 & 23 Rob Beckham & Guests – WME/IMG
April 29 & 30 Mike McGinley, Noah Briar, & Nick Parish – Percolate/Contagious

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. 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 (Blue card) at The UM Bookstore. Once you purchase this card, show original receipt and card to Darah Fogarty, Becca Gairrett, Jen Keller 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 Friday, February 12th 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 (12%): 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 (28%): 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 (60%): You are required to write 6 separate, minimum 300 word essays throughout the semester. 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.

Essay #1 due Monday, Feb.15 by 11:59 PM, Sauter Discussion Board, Moodle
Essay #2 due Monday, Feb.29 by 11:59 PM, BSDFF Discussion Board, Moodle
Essay #3 due Monday, Mar. 7 by 11:59 PM, Metzner Discussion Board, Moodle
Essay #4 due Monday, April 25 by 11:59 PM, Brunner Discussion Board, Moodle
Essay #5 due Monday, May 2 by 11:59 PM, Beckham Discussion Board, Moodle
Essay #6 due Monday, May 9 by 11:59 PM, McGinley 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.

Prior to the 26 and 27th Week end you will be asked to work on 2 events:

The Big Sky Documentary Film Festival (February 22-26) and the Galactic show at the Wilma (work commencing Feb 7 – Feb 25 show).

BIG SKY DOCUMENTARY FILM FESTIVAL DOCSHOP 2016

DOCSHOP EVENTS

FEBRUARY 22nd – 26th 2016

\$150/docshop gold pass; \$10/session non pass holders

[REGISTER HERE](#) (All Events free to All UM & MSU Students)

During the week of February 22 - 25 you are required to attend one (1) workshop and one (1) film in conjunction with the Big Sky Documentary Film

Festival. http://www.bigskyfilmfest.org/docshop/docshop_events/. You will post about your experiences and your reaction to the films in terms of your perception of the films' "value proposition." This will become apparent after our first weekend meeting. Please note you must register to attend events.

Galactic Show at the Wilma

You will receive materials and we will have further discussion on February 6th during our class meeting.



Complete **ALL** of the following:

- 1) Join the Facebook event page and invite all of your friends that might be interested in the show. **Take a screen shot for verification.**
- 2) Make a personalized post sharing the event link on your Facebook timeline tagging all of the friends you want to come with you too the show (at least 5). **Take a screen shot for verification.**
- 3) Make 1-2 additional posts about the show on the social media channel of your choice. Please tag The Wilma when possible. **Take a screen shot of each post for verification.**
- 4) Write a draft post for The Wilma Facebook page complete with links, tags, and graphics that you think would gain organic traction.
- 5) Take a picture of the event poster and post it to any social media channel. **Take a screen shot for verification.**
- 6) Distribute 25 handbills at an event.
- 7) Hang 3 posters in unique locations around Campus/Missoula. Take pictures for verification. *Do not post on public or private property without consent.*

Complete **ONE** of the following:

- 1) Think of a unique/creative promotional campaign that could bring this event to life. What could be added to the event to enhance the experience?
- 2) Are there any Graphic designers in the house? Create an engaging image promoting the show in the following dimensions (1200x628, 1000x1000).
- 3) Write a blog post about Galactic mentioning their upcoming performance at The Wilma (250 words or more).

Email assignment & screenshots to mike.morelli@mso.umt.edu (cc:

ryan@tophatlounge.com & damon@7smgmt.com) no later than **5:00pm**
(MST) February 19, 2016.