

**MIKE CURB COLLEGE OF ENTERTAINMENT AND MUSIC BUSINESS
COURSE SYLLABUS**

Course # / Title: *EIS 3840.1 / ENTERTAINMENT DISTRIBUTION & PROMOTION*
Course Credit Hours: *3 Hours*
Semester: *FALL 2009*
Instructor: *Dennis Disney, Bachelors Business Administration*
Instructor Contacts: *(615) 969-2768 / dennis@d2entertainment.com*
Instructor Office Hours: *TBD*
Class Location: *Massey 203A*
Meeting Time(s): *M/W 3:30pm-4:45pm*
Final Exam: *Friday, December 11, 2009, 5:00pm-6:30pm*

Course Description: *Prerequisites: MBU 1110 or EIS 1220 or permission of instructor.* This course is an in-depth study of the channels of distribution and methods of promotion of entertainment products including movies, television, recorded music, video games, software and books.

Course Outcomes: At the end of this course, the student will be able to: 1) describe and outline the general distribution channels for the specified domains; 2) effectively highlight and support the key marketing and promotional initiatives associated with projects/titles in each domain; 3) analyze and prepare a distribution and promotion/marketing budget for projects/titles in each domain; 4) plan, write and execute distribution and marketing plan(s) involving case studies in the applicable domains.

Performance Tasks: During this course, the student will demonstrate his/her understanding of entertainment distribution and promotion through the use of individual and group projects, case studies and papers. The goal is to give each student various experiences in the strategy planning and execution around the launch of entertainment oriented products.

Assessment Tools: During this course, outcomes mastery will be evaluated and measured by written responses comprising short answer, short form and long form essays. An oral presentation summarizing the activities of a group project and/or case study will also be a basis for evaluation.

Testing & Assignments: Testing (30%). The Mid-Term Exam will be Wednesday, October 14, 2009. Based on reading assignments and lectures, the test will comprise short-answer essay questions supplemented with multiple-choice questions and will assess the depth of the student's knowledge base of the topic. The Mid-Term exam represents 15% of the student's overall grade.

The in-class Final Exam will be Friday, December 11, 2009 at 5:00pm. Comprising short-answer essay questions supplemented with multiple-choice questions, the Final will assess the depth of the student's knowledge base of the topic. The Final exam represents 15% of the overall class grade.

Both the Mid-Term and Final exams will be graded on a traditional 0-100% scale. Exams may not be "made up" if absent, unless it is excused prior to the day of exam or through an official university function.

Quizzes (25%): Seven quizzes are scheduled for the Fall 2009 semester. Quizzes will be based on lectures and reading assignments and will be composed of 10 multiple-choice questions per quiz. Quizzes will assess the student's knowledge and retention base of the topic.

Domain-specific Case Studies (40%): Four case studies will be assigned, each representing 10% of the student's overall grade. Case studies will be specific to four domains: film, television, recorded music and books. The assignments will involve the review and evaluation of real-world examples corresponding to each domain, along with the student's revised distribution & promotion plan and budget. Each student will prepare and submit a minimum six (6) page (typed and organized for easy review and interpretation) paper on each case study consisting of the following elements:

- Executive Summary of the project, the broad distribution and promotion plan, and the student's evaluation of the plan and its results (2-3 pages);
- Revised Distribution and Promotion plan as envisioned by the student (1-2 pages)

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- Revised Marketing & Promotion budget correlating to the revised plan (1 pages)
- Sources (a minimum of five (5) used to support both the review/evaluation and the revisions (1 page)

Grading, on a 0-100% scale, will be based on 1) coherency, critical thinking and logic; 2) original ideation; 3) presentation and persuasive communication; 4) evidence of a grasp of the principles, terminology and distribution channel relative to the respective domain. Yes, spelling, grammar and punctuation matters.

Class Participation (5%): While class participation is not an “assignment,” it is a very important element of the student’s grade, accounting for 5% of the student’s overall grade. It is recommended that each student come prepared to discuss and debate the various class topics highlighted for the day. Questions (asking better questions and then asking the next question) and opinions are strongly encouraged. A positive, engaged attitude is required.

Instructor reserves the right to make changes in the syllabus as needed.

1. <i>Class Participation</i>	5%	<i>Based on questions, comments, opinions and attitude of the student.</i>
2. <i>Quizzes (7 total)</i>	25%	<i>Based on reading assignments and classroom lectures, quizzes will assess the student's knowledge base of the topic.</i>
3. <i>Mid-Term Exam</i>	15%	<i>Based on reading assignments and lectures, comprehensive test will assess the depth of the student's knowledge base of the topic. The Mid-Term exam is comprised of a series of short-answer essay questions supplemented with multiple-choice questions.</i>
4. <i>Case Studies (4)</i>	40%	<i>Four (4) six-page reports that will demonstrate the student's assimilation of knowledge gained from original research, lectures, and assigned readings. Must use a minimum of five (5) verifiable reference sources in each case study.</i>
5. <i>Final Exam</i>	15 %	<i>A comprehensive test comprising multiple-choice questions that will measure the depth of the student's knowledge base of the topic and short-answer questions that will assess the student's assimilation of knowledge gained from lectures, readings and case studies.</i>

Course & Classroom Policies

Attendance & Participation: Class attendance follows university policy as stated in the current Belmont University Undergraduate Bulletin. Class participation is expected; attendance and absence will be noted. If you miss more than eight (8) classes, you may be involuntarily dropped from the course with a grade of “WF.” Absences are considered excused if the instructor is given prior notice, and for reasons such as family emergencies, extreme sickness, etc. Additional accepted excuses are official university sanctioned events with an excuse from the Provost’s office. Attendance will be taken each class period through the use of a class sign-up sheet.

Attendance is critical during the duration of this course. Each student is expected to attend class meetings for the best possible learning experience. Every lecture will cover material necessary to a thorough understanding of the concepts.

Materials:

- * Calculator
- * Access to *New York Times*, *Wall Street Journal*, *Premier* magazine, *Entertainment Weekly* magazine, *LA Times*, *Billboard* magazine, *Publisher’s Weekly*, others as assigned.

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Grade Evaluation Scale: As per CEMB policy, the grade assignment scale for this course is:

Grade	Percent (GPA)
A	94 (4.0)
A-	90 (3.7)
B+	87 (3.3)
B	84 (3.0)
B-	80 (2.7)
C+	77 (2.3)
C	74 (2.0)
C-	70 (1.7)
<i>Final grades below 70 % will not apply to the major.</i>	
D+	67
D	64
D-	60
F	< 60

Honor Code: It is the responsibility of each student to abide by the Belmont University Honor Code. “In affirmation of the Belmont University Statement of Values, I pledge that I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

Accommodation of Disabilities: In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in Beaman Student Life Center (460-6407) as soon as possible.

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Class Schedule: Subject to change at instructor's discretion.

Week	Date	Topic	Reading Assignments	Assignments Due
1	8/26/09	Introductions/trends/foundations	Handouts	
2	8/31/09	Overview of the Four Domains: Film TV, Recorded Music, Books	Handouts	Verbal Summaries of Handouts
3	9/02/09	Film Domain – Distribution Basics		
	9/07/09	NO CLASS		
4	9/09/09	Film Domain – Economics		
	9/14/09	QUIZ / Film Domain – Budgeting		
5	9/16/09	Film Domain – Marketing/Promotion		
	9/21/09	QUIZ / FILM CASE STUDY SUMMARY	Handouts	Film Case Studies
6	9/23/09	Television Domain – Distribution Basics		
	9/28/09	Television Domain – Economics		
7	9/30/09	QUIZ / Television Domain – Budgeting		
	10/05/09	Television Domain – Marketing/Promotion		
8	10/07/09	QUIZ / TV CASE STUDY SUMMARY	Handouts	TV Case Studies
	10/12/09	MID-TERM EXAM		
9	10/14/09	Music Domain – Distribution Basics		
	10/19/09	Music Domain – Economics		
10	10/21/09	QUIZ / Music Domain – Budgeting		
	10/26/09	Music Domain – Marketing/Promotions		
11	10/28/09	QUIZ / MUSIC CASE STUDY SUMMARY	Handouts	Music Case Studies
	11/02/09	Book Domain – Distribution Basics		
12	11/04/09	Book Domain – Economics		
	11/09/09	QUIZ / Book Domain – Budgeting		
13	11/11/09	Book Domain – Marketing/Promotion		
	11/16/09	QUIZ – BOOK CASE STUDY SUMMARY	Handouts	Book Case Studies
14	11/18/09	Combining Domains – General		
	11/23/09	Combining Domains – Time Lines/Budgets		
15	11/25/09	NO CLASS – THANKSGIVING BREAK		
	11/30/09	Combining Domains – Financial Plans		
16	12/02/09	Combining Domains – Summary		
	12/07/09	Misc Follow Up – LAST DAY OF CLASS		Q&A
17	12/11/09	FINAL EXAM: 5:00pm-6:30pm		