BELMONT UNIVERSITY
MIKE CURB COLLEGE OF ENTERTAINMENT AND MUSIC BUSINESS
COURSE SYLLABUS For EIS 4991

Course Title: Working as an Agent in the Entertainment Industry
Course #: EIS 4991    Semester: Fall
Class Location: MBC 200B    Meeting Time(s): Thursday 5:30-8:30pm
Final Exam: December 10th

Instructor: Mark Block
Contacts: Phone: 615-259-7812    Email: theblockagency@yahoo.com
Office Hours: By Appointment

COURSE DESCRIPTION:
How to work with or start a full service agency representing musicians, producers, actors, models, TV hosts, make up artists, photographers, directors and sports celebrities. This class will help a student understand how to survive and establish themselves as a reputable and selective agent working hand and hand with the music industry in videos, promotions and in the commercial and film industries. Students will get first hand experience on negotiation and how to groom clients to prepare them for a successful and diverse career in the industry.

COURSE OBJECTIVES:
Through homework, quizzes, research papers, guest speakers and classroom discussion the students will understand how a talent agent works in the entertainment industry. This will cover all aspects of an agent’s business from dealing with talent, negotiating deals, running a business and much more.

GOALS OF THE MIKE CURB COLLEGE OF ENTERTAINMENT AND MUSIC BUSINESS:
The following objectives will be applied toward course completion:

- To provide a personalized, career-oriented and practical education that emphasizes leadership, innovation, private enterprise, and entrepreneurship.
- To equip students with the tools to think critically, communicate effectively, accept responsibility, make successful decisions, and prosper in diverse work environments.
- To emphasize quality classroom instruction within the parameters of ethical Christian principles.

HONOR CODE:
As members of the Belmont community, students, faculty, staff, and administrators are all responsible for ensuring that their experiences will be free of behaviors, which compromise value. In order to uphold academic integrity, the University has adopted an Honor System. Students and faculty will work together to establish the optimal conditions for honorable academic work. Following is the Student Honor Pledge that guides academic behavior:

“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.”

COURSE REQUIREMENTS:
1. Attendance: As per the current Undergraduate Bulletin. Students will be responsible to gets notes on lectures they miss.
2. **Materials:** The Mailroom: Hollywood History from the Bottom Up, by David Rensin.

3. **Participation and Prepared assignments:** Students will be responsible to turn in 2 papers, one of which will be due on October 8\textsuperscript{th} and the second will be due on November 12\textsuperscript{th}.

4. **Testing:** One final exam, encompassing all issues of the class discussions throughout the semester will take place on December 10\textsuperscript{th}.

5. **Basis of grade evaluation:** Grading scale as per the current Undergraduate Bulletin. Participation credits are listed below:

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<thead>
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<th>ITEM</th>
<th>CREDIT (or %)</th>
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<tbody>
<tr>
<td>A. Paper 1</td>
<td>25%</td>
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<tr>
<td>B. Paper 2</td>
<td>25%</td>
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<td>C. Final Exam</td>
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<td>D. Class Participation</td>
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<tr>
<td><strong>Total Points (%)</strong></td>
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6. **Class Schedule:**

Throughout the semester a variety of guest speakers will come in to talk to the class. Due to the ever changing schedules of those in the entertainment business, most guest speakers will not be announced in advance.

August 27\textsuperscript{th}—Introduction; Working as an agent

September 3\textsuperscript{rd}—Working with musicians and promoters.

September 10\textsuperscript{th}—Working with musicians and promoters, getting your artist on the road, the importance of radio promotions for musical talent.

September 17\textsuperscript{th}—Getting in the movies and television, working with the directors and casting agents.

September 24\textsuperscript{th}—Working with models and actors, looking at fashion and pop culture.

October 1\textsuperscript{st}—Negotiating the deals, why you need a contract, what goes into a contract.

October 8\textsuperscript{th}—Being a sports agent, a look at sports marketing, and the correlation between sports and entertainment. **First paper due.**

October 16\textsuperscript{th}—**FALL BREAK**

October 22\textsuperscript{nd}—Running the agency. Business concerns of the agency. Expenses and generating new business.

October 29\textsuperscript{th}—Personal appearances, promotions, non-traditional modeling and other bookings.

November 5\textsuperscript{th}—Large agencies vs. boutique agencies; small market vs. big market.

November 12\textsuperscript{th}—**Second Paper Due.** Starting your own agency; Day to day survival.

November 19\textsuperscript{th}—The view for the talent. What does talent expect from their agent? What makes a talent choose their agent.

November 26\textsuperscript{th}—**THANKSGIVING**

December 3\textsuperscript{rd}—Catch all day, course review, questions, exam review.
December 10th—Final Exam.

**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 Tammye Tanksley, Director of Counseling & Developmental Support in the Office of the Dean of Students (460-6407) as soon as possible.