MIKE CURB COLLEGE OF ENTERTAINMENT AND MUSIC BUSINESS COURSE SYLLABUS

Course #/Title: MBU 4820: Artist Management
Course Credit Hours: 3
Semester: FALL 2009
Instructor: J. Rush Hicks
Phone: 460-6473
Office: Rm. 223 in Massey
Instructor Office Hours: Posted on the Door
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Location/Class Hours: Tues, Thurs 2:00 PM – 3:15 PM in Room MC110 (Final - 2PM, Thursday, Dec 10, 2009)
Tues, Thurs 3:30 PM - 4:45 PM in Room MC110 (Final - 2 PM, Tuesday, Dec 15, 2009)


COURSE OUTCOMES: Upon completion of this course, students will be able to:

* Identify and distinguish between personal managers, business managers, tour managers and booking agencies.
* Explain how the recording artist can secure a recording contract.
* Describe the role of the manager in assisting the artist to achieve a successful career.
* Illustrate the various job functions of the tour manager, publicist, A & R rep at the label, concert promoter, booking agent, attorney and business manager.
* Examine different kinds of business entities and how they can benefit the artist.
* Understand the complexities of dealing with a band rather than a solo artist.

PERFORMANCE TASKS: During this course, students will be able to:

* Identify and explain the roles of the various parties that assist the recording artist in their career, including the personal manager, booking agent, tour manager, business manager, publicist, record company representative, attorney and accountant.
* Contrast the different business entities and how they function.
* Describe the typical day-to-day activities of an artist and business manager.
* Analyze how teamwork helps the recording artist achieve success.

ASSESSMENT TOOLS: During this course, outcomes mastery will be evaluated by:

- Exam questions covering terminology, concepts and application of concepts based upon class lecture/discussion, assigned readings and guest lecturers.
- A collaborative negotiation of an artist management and booking agency agreement.
- A comprehensive written final exam covering concepts and terminology based upon class discussions.

TESTING & ASSIGNMENTS: There will be three (3) exams (not including the comprehensive final exam) given throughout the semester. The final exam is mandatory and will take place on the date specified. The format for exams will consist of some or all of the following: multiple choice, true/false, matching, essay and short answer questions. The final will be comprehensive as required by College policy and will take place on the date specified by Belmont as finals week. University policy does not allow a change of date. Any exception must be approved in writing by the Provost. Each exam, including the final, will count 20% of your grade for a total of 80%. The manager interview as well as the Elvis group project will each count ten percent (10%) for a total of 20%.

MATERIALS: No textbook, however, there will be several reading assignments as follows:

MEIEA Journal articles “U.S. Music Industry Statistics: A Reappraisal” by Peter Alhadeff and “Selling Out Taken to New Levels: the Evolving Relationship Between Brands, Artists and Record Labels” by Storm Gloor
Rolling Stone Magazine: “Why the Beatles Broke Up: The Inside Story” by Mikal Gilmore
Nashville Scene Magazine: “Almost Famous: Getting a record deal is easy, the real trouble is keeping it” by Tracy Moore

COURSE & CLASSROOM POLICIES:

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.”
READING ASSIGNMENTS & GUEST SPEAKERS: You are expected to come to class prepared to participate in class discussions. From time to time, reading materials may be assigned in class in which event you are responsible for having read the assigned materials. If available, I'll arrange to have guest speakers.

ATTENDANCE: The policies of the current Belmont University Undergraduate Bulletin will apply to this class (i.e., “Belmont University is committed to the idea that regular class attendance is essential to successful scholastic achievement”). Regular class attendance is expected. Since Belmont’s policy allows for a significant number of absences without any direct penalty, I do not make any distinction between excused and unexcused absences. You do not need to inform me of the reason for absences and absences will not directly affect your grade for the course except: (1) The failure to attend class on any exam date without the professor’s prior approval may result in a grade of 0 for such exam; and (2) exceptional attendance and participation may result in borderline grades for the course being rounded up (e.g., if your course grade based on exams and assignments is an 89, it could be rounded up to 90 giving you an A- rather than a B+ for the course).

GRADING: The grading system specified in the current Belmont Undergraduate Bulletin applies to this class. Exams, including the final, will be averaged to determine your grade. Plus and minus grading, but no A+, will be utilized. 95-100=A, 90-94=A-, 85-89=B+, 80-84=B-, 76-79=C+, 73-75=C, 70-72=C-, 60-69=D, Below 60=F.

ELECTRONICS: Computers, cell phones, iPods and other hand-held electronic devices will be turned off during class.

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, immediately notify the Director of Counseling & Developmental Support in the Office of Student Affairs (460-6407).

MANAGER INTERVIEW: Each student will meet with an artist's personal manager and have the manager answer the following questions. Then be prepared to give an oral presentation to the class as well as answer questions from the class.

What is your background (educational and experience)?
How did you get your start in the music business?
Which artists have you worked with in the past and who do you work with now?
If you work with a group, is that different that a solo artist?
Describe a typical day's activities if there is such a thing?
How do you view the future (technology and business models) in this industry?

IN-DEPTH STUDY OF DIFFERENT ARTISTS AND THEIR CAREERS: Throughout the semester, we will exam the background of various celebrities and the current issues surrounding their entertainment career. Each student's participation is required.

ELVIS/COLONEL TOM PARKER PROJECT: The last two weeks of the semester we will closely examine the relationship between Colonel Tom Parker and Elvis Presley. Each student will be expected to write a three page-typed report about a particular period of time in Elvis' career. There are four major periods in his professional life, the mid-to-late 50s; the movie career beginning in the early 60s; the comeback in the late 60s and early 70s; and finally, his death and the estate issues in the late 70s. I will look closely at grammar, content, spelling and your historical research.

SCHEDULE OF READINGS, ASSIGNMENTS AND EXAMINATIONS

Thursday, August 27, 2009 (first class)
Week One – BASICS OF ARTIST MANAGEMENT
Week Two – WHAT IS TALENT AND IS IT IMPORTANT
Week Three – LAUNCHING THE ARTIST’S CAREER
Week Four – FINDING A MANAGER/FINDING AN ARTIST
Week Five – DISCUSSION OF MICHAEL JACKSON’S CAREER
TEST
Week Six – MANAGEMENT INTERVIEW

Fall Break (10/15-10/16)

Weeks Seven and Eight – CONTRACT TERMS OF AN ARTIST MANAGEMENT AGREEMENT (con’t)
TEST
Week Nine – PROFESSIONAL SUPPORT TEAM (Attorneys, Business Managers, Agents)
Week Ten – GETTING A RECORD DEAL AND IS IT STILL IMPORTANT
TEST
Week Eleven – REVIEW OF VARIOUS KINDS OF BUSINESS ENTITIES
Week Twelve - NEW BUSINESS MODELS IN THE MUSIC INDUSTRY
TEST

Thanksgiving Break (11/25-11/27)
Week Thirteen – MANAGING THE ARTIST’S TOUR/HANDLING THE ARTIST’S MONEY
Week Fourteen – GLOBAL PERSPECTIVE OF THE INDUSTRY
Last Class Day (December 8) - PRESENTATION OF ELVIS PROJECT

COMPREHENSIVE FINAL