SYLLABUS

Course Title: EIS 1220.01 – Survey of the Entertainment Industry
Course Credit: 3 Units
Semester: Spring 2010
Instructor: Mark Volman, B.A., M.F.A.
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E-mail: mark.volman@belmont.edu
Office Hours: M – F – By appointment - Meeting hours available on office door of Room 248A
Class Location: Massey Center #MC 200A
Meeting Time: Tuesday and Thursday 9:30 – 10:45AM
Final Exam: Tuesday – May 11 - 8:00AM

Educational Objectives of the Mike Curb College of Entertainment & Music Business: 1) To provide a personalized, career-oriented and practical education that emphasizes leadership, innovation, private enterprise and entrepreneurship. 2) To equip students with the tools to think critically, communicate effectively, accept responsibility, make successful decisions, and prosper in diverse work environments. 3) To emphasize quality classroom instruction within the parameters of ethical Christian principles.

Course Description: An overview of the major areas of the entertainment industries. This course serves as an introduction to the structure and internal organization of the entertainment industries. Attention is given to practical application based on theoretical and historical foundations.

Learning Outcomes: 1. Identify and appraise career opportunities within the entertainment industries. 2. Recognize and evaluate trends and prominent issues in the entertainment industries. 3. Apply and integrate program knowledge towards a career in the entertainment industries.

Performance criteria: 1. Analyze business-related issues and skills necessary for effectively understanding careers in different sectors of the entertainment industry 2. Explain the options where the entertainment industry continually intersects with the music world 3. Explain career possibilities in the entertainment industry 4. Compare the vocabulary and terminology of the entertainment industry and the distinction between art and commerce in the entertainment business at the corporate level.

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.

Attendance: Class attendance follows university policy as stated in the current Undergraduate Bulletin. Class participation is expected; attendance and absence will be noted. Missing classes is UNACCEPTABLE and WILL affect your final grade. Lectures are only given once, and it is the student’s responsibility to obtain any missed notes from a fellow student. You are responsible for all material covered in class and class readings.

Notebook: Students should keep a notebook. You will want to keep a notebook of this material, which will not be available in the textbook. It could be on the quizzes.

Homework Assignments: There also will be homework assignments during the semester given for more point credit.

Grading Procedure: There will be 5 quizzes given during the semester based on weekly lectures. Each quiz is worth points that accumulate till the end of the year. If the student misses a quiz, there are no make up quizzes given.

Term paper: You will be required to complete a research paper. This paper will be a minimum of 10 pages long and will be due the day of the Final Quiz. This paper must include a bibliography of at least five sources. An outline of your paper is not optional and will be worth points toward your final grade. You are required to complete an outline and it is due by Oct11. The outline should include:

- The topic/thesis (must be "Entertainment Industry" related)
- Your expected content…in outline form
- A summary of sources you plan to use (at least 5 sources)
- What you hope to learn from this paper

The research paper will be **due on the day of your final exam.**

The research paper should include:

- Technical requirements:
  1. Must be typed!
  2. **Minimum 12 pages of topic coverage**
  3. 12 pt. "Times" font
  4. Margins: 1" top and bottom; 1.25" left and right

- Your outline (attached to the back of your paper)
- It should follow your outline content
- Bibliography with at five sources

Some suggested Thesis/Topics for Term Paper:

1. An interview with a person(s) in the entertainment industry (i.e. managers, agents, production, business managers, talent, media company executives, Information industry, promotion, etc.). This paper should have a thesis related to an area of the business that personally interests you from our course of study.

2. A research paper on convergence issues including the inception and pitfalls of an entertainment business career. This does not need to be a successful media artist, just a "real" story of a director, writer, etc.

**This is not to be a biography.**

3. Compare and contrast entertainment delivery formats. Use a minimum of six different styles and examine the techniques of how they successfully make themselves different (i.e. programming, sales, promotion). Interview an on-line publisher, radio executive, film director, etc.

4. A research paper of one topic of study we may not have covered from any decade in entertainment history. You may relate this to any sector of the entertainment or media industry. You should consider:

   - History
   - Consumer
   - Possibility of Success
   - Formats/Platforms
   - Business Models
   - Social implications
   - Branding
   - Competition
   - Moral Issues
   - Global Issues
   - Job Opportunities
   - Outlook & Future

Percentage of point values:

- Quizzes = 25%
- Homework = 25%
- Final Paper = 25%
- Final Quiz = 15%
- Attendance = 10%

Total Final Grading Scale: Final grades will be points accumulated from: attendance, homework, quizzes, extra credit, and your final paper.

95 -100% = A
90 - 94% = A-
85 - 89% = B+
77 - 79% = B-
69 - 73% = C
60 - 64% = D+
50 - 55% = D-
80 - 84% = B
74 - 76% = C+
65 - 68% = C-
56 - 59% = D
Below 50% = Fail

**Topics and Lectures:** This schedule is subject to change, but we will try and cover:

1/14 Opening Class/Introduction
1/19 Television
1/21 Television
1/26 Television
1/28 Television
2/2 Television
2/4 Movies – Quiz # 1
2/9 Movies
2/11 Movies
2/16 Movies
2/18 Music business- Quiz # 2
2/23 Music business
2/25 radio
3/2 radio
3/4 Satellite radio/internet radio
3/9 **SPRING BREAK**
3/11 **SPRING BREAK**
3/16 Sports Agent - Quiz # 3
3/18 Sports Management
3/23 Music Supervision
3/25 Music Supervision
4/1 **EASTER BREAK**
4/6 Music Supervision
4/8 Music Supervision
4/8 Quiz # 4
4/13 Video Games
4/15 Casting
4/20 Music Publishing
4/22 Music/Book Publishing
4/27 Book Publishing
4/29 Magazine Publishing
5/4 Magazine Publishing / Final Prep
5/11 Papers due and Final Quiz #5