

McLennan C O M M U N I T Y C O L L E G E

WACO, TEXAS

COURSE SYLLABUS AND INSTRUCTOR PLAN

Live Music & Talent Management

MUSB 2345 01

DAVID WILD

NOTE: This is a 16-week course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

LIVE MUSIC & TALENT MANAGEMENT

MUSB 2345-01

Course Description:

Examines the role, scope, and activities of the talent manager including establishing the artist/manager relationship; planning the artist's career; and developing goals, strategies, and tactics with an overall view of the live music business.

Prerequisites and/or Corequisites:

None, but MUSB 1305 is recommended.

Course Notes and Instructor Recommendations:

Communications: Students will be required to access MCC's email system, MCC's Brightspace system, and the MCC library's collection of databases. Assignments and communication with the instructor will be through Brightspace and MCC email.

Assignments and Attendance: Assignments will be submitted electronically. Each assignment will be due as of midnight on the due date, and will be submitted as an attachment to an Assignment on the Assignment tab in Brightspace. Specific instructions regarding each assignment will be posted on Brightspace.

Punctual and regular attendance is expected and required. In accordance with MCC policy (see below), attendance (to include tardy arrival) will be recorded. I expect students to arrive in a timely fashion so as not to disrupt the class. Students who are repeatedly tardy will be counted as absent.

Students who are unable to attend a class or complete an assignment, or who are having any other difficulties in keeping up with the class, are strongly urged to contact me as soon as possible. Documentation is usually not required but may be requested in some circumstances. Note that MCC policy directs instructors to drop a student who misses more than 25% of scheduled classes ("W" or "F" grade assigned).

Turn off cell phones in class. No texting, talking, etc. No listening devices will be allowed in class.

Instructor Information:

Instructor Name: David Wild

MCC E-mail: dwild@mclennan.edu

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Office Phone Number: N/A

Office Location: BPAC 117.

Office/Teacher Conference Hours: Instructor/student contact by Appointment only (via Zoom)

Other Instruction Information: Assignments and other class information will be disseminated through Brightspace.

Required Text & Materials:

Title: All You Need to Know About the Music Business

Author: Passman, Donald S.

Edition: Tenth

Publisher: Simon and Schuster

ISBN: 978-1-5011-2218-7

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

Methods of Teaching and Learning:

Lecture, discussion, taking notes, researching the web for pertinent information, group projects, individual projects, field trips, reports, exams and quizzes. A journal will be submitted each week to report activity and work involving the artist represented by the student. Students will also be involved, hands on, with musical events.

Course Objectives and/or Competencies:

Establishing the artist/manager relationship

Planning the artist's career;

Developing goals, strategies, and tactics for making a place in the entertainment industry.

Investigating live music nationally, regionally and locally.

Course Outline or Schedule:

Weeks 1 -4: introduction to artist management. (lectures & quiz)

Week 3: student has located artist to work with for the term.

Weeks 3- 15: students submit a weekly journal of their work with artist.

Weeks 5-12: continued study of artist mgmt. with related exams.

Weeks 12-15: concentration on live music.

Each week of the term there will an assignment to research some aspect of the subject which will guide class discussions.

Course Grading Information:

The final grade for the semester will be calculated based on work submitted during the semester, as documented below.

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35% of the final grade will be based on assigned projects. Each of these projects will be documented by journal entries while in progress and in a summary.

35% of the final grade will be based on cumulative work with the artist represented by the student, as documented in class reports, journal entries and other records.

15% of the final grade will be based on a group production of an event showcasing the artists being represented, as documented in journal entries and in a summary report due at the end of the semester.

15% of the final grade will be based on daily work, such as homework, quizzes, tests, discussion boards, and class participation.

Late Work, Attendance, and Make Up Work Policies:

I will not accept assignments after the posted due date. Exceptions will be handled on an individual, case-by-case basis. Students who are unable to submit an assignment by the scheduled due date MUST contact me as soon as possible to arrange for an extension.

Student Behavioral Expectations or Conduct Policy:

Students are expected to maintain classroom decorum that includes respect for other students and the instructor, prompt and regular attendance, and an attitude that seeks to take full advantage of the education opportunity.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<https://www.mclennan.edu/highlander-guide/policies.html>)

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

McLennan

C O M M U N I T Y

COLLEGE

ACADEMIC RESOURCES/POLICIES

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

Title IX:

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.