

Departmental Course Syllabus

Department: Radio-Television-Film

Revision Date: Spring 2007

Program: Music Business

San Antonio College * 1300 San Pedro* San Antonio, TX* 78212-4201

Course Number and Title: MUSB 1341

CONCERT PROMOTION and VENUE MANAGEMENT

Credit Hours: 3 CREDIT HOURS/3 LECTURE HOURS/1 LAB HOUR

Instructor:

Office: LRTF

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Email:

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I. Catalog Description:

This is a course in the basics of concert promotion and venue management including considerations in purchasing a club, concert promotion and advertising, talent buying, city codes, insurance, Texas Alcoholic Beverage Commission Regulation, performance rights organization licenses, personnel management, and concert production and administration.

II. Pre-requisites, co-requisites and other requirements:
MUSB 1305

III. Text:

Weiss, ed. Course Materials for MUSB 1341 Thomas Reprographics, 2007

IV. Instruction will consist of:

Class discussions, guest speakers, individual and group work, viewing videos and listening to audio recordings, exams and class projects including production and promotion of a show. This course has a lab.

V. Course Content:

The roles of the manager, booking agent, promoter and others on the artist's team; show production; promotion strategies and venue management. Practical application in production and promotion of a live show.

VI. Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students' mastery of those outcomes.

Learning Outcome 1: The student will demonstrate an understanding of the role, scope and activities of the producer of a concert.

Performance Objectives:

- The student will outline the steps a producer must take in budgeting, planning, talent buying and promotion of a show.

Methods of Measurement:

- Written and oral exams and reports, individual and small group work, and class participation in production of a show.

Learning Outcome 2: The student will demonstrate knowledge of the advantages and limitations imposed by the various elements of a marketing mix in the promotion of a concert.

Performance Objectives:

- The student will actively participate in one or more promotional activities involving a live musical performance.

Methods of Measurement:

- Observation of active participation, satisfactory evaluations by all those involved, and a professional-level performance.

Learning Outcome 3: The student will develop an appreciation of the opportunities and challenges faced by the owner of a music venue.

Performance Objectives:

- The student will develop a plan for the purchase of a music venue, which includes needed licenses, adherences to city codes and TABC regulations, insurance, an employee handbook, and talent buying guidelines.

Methods of Measurement:

- Written report and an oral presentation, individual and small group work in and out of class and class participation.

Scans Competencies: The following is a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

The following SCANS Skills will be included in this course: Allocation of time (C1), C3-Materials and facilities; C4-Human Resources; C9-Teamwork; C13-Negotiating; C14-Diversity;

VII. Course requirements and grade computation.

A. College Requirements:

A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. **A student absent without permission from a final examination is graded “F.”** Postponed examinations result in a grade of “I.” The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an “F.” (San Antonio College Bulletin, Faculty Handbook - January 1995)

B. Departmental Requirement:

C. Instructor Requirements:

Grading:

Mid-term and Final exams at 20% each..... ..	40%
Concert Promotion work	20%
Venue Management work... ..	20%
<u>Participation and Professionalism</u>	<u>20%</u>
Course Grade	100%

Exams:

Both exams may be a combination of multiple choice, matching, short answers, problem-solving and short essay. You will be given a study sheet and SOME time will be given in class for a review for each exam.

Makeups:

Make-up exams will be given to a student who communicates to the instructor BEFORE the exam that there is a conflict, illness or family emergency. IF there is an approved excuse for missing the scheduled date a make-up for the mid-term will be given at the next class meeting after the scheduled date or up to 2 days later and ten points will be taken off the exam grade. There is no make-up for a missed final exam.

Projects:

There will be a number of individual, small group and large group projects. Together they count for 40% of the course grade so treat them that way. All projects must be completed BEFORE the start of the class period they are due or 10 points **PER DAY** will be taken off the project day for each day they are late **UP TO 2 DAYS** total. After that you will receive an F (0 points) for that project.

Attendance and Participation:

You must be present to play! So absences, arriving late, and leaving early will mean points off the participation grade: 4 points per class session or half of that for coming to class late or leaving early. If you come to class late be sure to check after class to receive half credit for that day. Your attendance and quality of participation when you are here count for 20% of the course grade and are evaluated on what to contribute towards moving the class and each class member towards their goals. Also, because many of the activities will be done DURING THE CLASS you won't receive any credit for in-class work on days you are absent. IF YOU MUST MISS CLASS BE SURE TO CHECK WITH A CLASSMATE TO FIND OUT WHAT YOU MISSED.

Journal of Lab Hours:

There are 16 lab hours in this course, which are not shown on the attached course schedule. You must document that you have spent 16 hours on course-related work outside of class – about three hours each week – OTHER THAN the hours you would normally spend reading the text materials, reviewing your notes, and preparing for class. Keep a journal of the hours you spend on this work, which must be RELATED TO THE COURSE OBJECTIVES. Include the start and end times, total hours you worked, what you did during that time, how it relates to a course objective and what you learned. The QUALITY AND QUANTITY of your work will be evaluated at mid-term and at the end of the semester.

SOLVE ALL PROBLEMS EARLY – DON'T WAIT UNTIL IT'S TOO LATE.

VIII. College Policies:

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus. College Academic Council - April, 1998
- C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347.
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. For additional information refer to the "Student Code of Conduct" in the San Antonio College Bulletin.

- F. **Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/ 2000.**
- G. San Antonio College Attendance Policy: Regular and punctual attendance at all classes and laboratories, day and/or evening, is required. A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard to each. Absences of each student are recorded without exception. The counting of absences begins on the first day of class. A student absent the equivalent of two weeks of instruction in a 16-week semester (3 DAYS IN SUMMER) may be dropped by the instructor. If a student is dropped from a class for excessive absences, the instructor will record a grade of “W” (withdraw). It is the student’s responsibility to ensure that the withdrawals have been submitted .
- H. San Antonio College is a smoke free campus.
- I. ACCD DPS Emergency Phone Numbers:
 - ACCD DPS Emergency Phone (210) 222-0911
 - ACCD DPS General Phone (210) 208-8099
 - ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)
- J. Students must also abide by the policies, procedures, and rules set forth in the “Student Code of Conduct” and all other policies set forth in the San Antonio College Bulletin.
http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf