

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

[CLASS]

[MUSIC]

Expanded Course Outline

Course Subject Area:	MU
Course Number:	3991
Course Title:	Artist Representation, Promotion, and Touring
Units:	2
C/S Classification #:	04
Component:	Lecture
Grading Basis: (graded only, CR/NC only, student's choice)	Graded only
Repeat Basis: (may be taken once, taken multiple times, taken multiple times only with different topics)	Taken once
Cross Listed Course: (if offered with another department)	
Dual Listed Course: (if offered as lower/upper division or undergraduate/graduate)	
Major course/Service course/GE Course: (pick all that apply)	Major course/Service course
General Education Area/Subarea: (as appropriate)	
Date Prepared:	March 30, 2015
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I. Catalog Description

Roles and responsibilities of performing artist representatives. Credibility and image-building. Techniques for self-promotion.

II. Required Coursework and Background

Prerequisite(s): MU 104 or MU 1040

III. Expected Outcomes

1. An understanding of key methods for success in management, whether self-managing or managing other artists.
2. Working knowledge and understanding of the responsibilities and business goals of personnel in the field of artist representation.
3. An understanding of basic contractual and financial obligations as they relate to artist representation and promotion.
4. Understanding and implementation of marketing tools related to artist promotion in the digital realm.
5. Ability to plan and execute a promotion campaign.

The outcomes of this course relate to the following Music Department Student Learning Outcomes:

#2: Communicate effectively--verbally and in writing--about specific musical works and musicians, about the creative process in music, and about music's role in human culture.

#6: Develop specialized knowledge appropriate to the option or emphasis area.

BA in Music:

#3. **Communicate effectively**--verbally and in writing--about specific musical works and musicians, about the creative process in music, and about music's role in human culture.

BA in the MIS Option:

#1. **Interpret** relationships between music and: commerce; technology; media; and audience.

#2. **Articulate** fundamental understanding of entrepreneurship and standard music industry practices.

BM in Music:

#2. **utilize** current/recent technologies appropriate to the musical endeavor.

#8. **promote** musical culture in the community.

#9. **think, speak and write** clearly at the college level.

IV. Instructional Materials

Allen, Paul. *Artist Management for the Music Business*, 2nd ed. Burlington, MA: Focal Press, 2011.

King, Mike. *Music Marketing: Press, Promotion, Distribution, and Retail*. Boston, MA: Berklee Press, 2009.

V. Minimum Student Material

Textbook(s), notebook (paper) and standard writing materials.

VI. Minimum College Facilities

Classroom for lecture/problem solving sessions.

VII. Course Outline

1. The role of the artist's support team:
 - a. Personal manager
 - b. Booking agent/agency
 - c. Publicist

- d. Road Manager
 - e. Accountant
 - f. Business Manager
 - g. Music Attorney
2. The artist/manager relationship
 3. Team-building and networking
 4. Producing the act
 5. Advancing the career of the artist
 6. Planning for financial security
 7. Music marketing plan
 8. Online distribution
 9. Music publishing revenue sources and their financial relationship to the artist
 10. Business plan vs. marketing plan
 11. Social networks, video, and mobile marketing of music
 12. Artist career plans
 13. Artist management contract
 14. Negotiating the recording contract
 15. Legal relationships
 - a. Proprietorship
 - b. Partnership
 - c. Corporation
 - d. LLC

VIII. Instructional Methods

1. Lecture/Discussion/Problem Solving
2. Guest Speakers

IX. Evaluation of Outcomes

Students will be evaluated on:

1. Participation and discussion of topics covered in reading assignments and class lectures
2. Attendance
3. Quizzes that test knowledge and comprehension of assigned reading materials, concepts, and terminology
4. Group presentation
5. Final Exam that demonstrates comprehension of course materials as they apply to real world scenarios