

COURSE SYLLABUS

MUSB 2345 (3:2:2)

Live Music and Talent Magic

Commercial Music/Entertainment Business Program

Creative Arts Department

Technical Education Division

Levelland Campus

SOUTH PLAINS COLLEGE

COURSE TITLE: MUSB 2345 Live Music and Talent Management (3:2:2)
INSTRUCTOR: Brent Wheeler
OFFICE LOCATION: **CB160**
PHONE/E-MAIL: 806-716-2023 bjwheeler@southplainscollege.edu
OFFICE HOURS: As Posted and by Appointment

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT’S LIFE

I. GENERAL COURSE INFORMATION

A. An examination of the role, scope, and activities of the talent manager including establishing the artist/manager relationship; planning the artist’s career; developing goals, strategies, and tactics with on overall view of the live music business.

B. End of Course Outcomes: Design an artist development plan from a management perspective; describe an overview of the live music industry; and the relationship between artist and manager.

C. Course Competencies: Format consists of lectures, guest speakers, field trips or off-premise concerts, and hands-on management of Commercial Music audition ensembles and songwriters. Written and research assignments will require the use of research tools (internet, trade publications, etc.)

D. Academic Integrity: As stated in the General Catalog - “As it is the aim of the faculty of South Plains College to foster a spirit of complete *honesty* and a high standard of *integrity*, the attempt of any student to present as his or her own work that which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension.

Cheating: Dishonesty of any kind on examinations or written assignments, illegal possession of examinations, the use of unauthorized notes during the examination, obtaining information during an exam from a textbook or from the examination paper of another student, assisting others to cheat, alteration of grade records, illegal entry or unauthorized presence in an office are examples of cheating.

Complete honesty is required of the student in the presentation of any and all phases of course work. This applies to quizzes of any length as well as to any examinations, daily assignments, reports ,papers, and artistic projects.

Plagiarism: Offering the work of another as one's own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identical expression of material taken from books, encyclopedias, magazines and other reference works, or from themes, reports or other writings of a fellow student, is guilty of plagiarism.

E. Scans and Foundation Skills:

SCAN COMPETENCIES: C-1, 2, 6, 10, 15.

FOUNDATION SKILLS: F-1, 2, 5, 8, 16, 17.

F. Verification of Workplace Competencies: Successful completion of this course will equip the student with many of the skills necessary to complete part of the capstone experience presented at the end of the second semester of study for certificate candidates and at the end of the fourth semester of study for degree candidates.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS

A. Required Text – Students will be required to have

B. Attendance Policy: Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

Each student will be allowed 3 **excused** absences. The instructor reserves the authority to determine what constitutes an excused absence. 4 successive absences (2 weeks) will be grounds to drop the student from the class. A total of 5 absences, excused or not, will result in being dropped from the course, unless specific conditions exist that the instructor determines reasonable. Students arriving after appointed class time are tardy. 3 tardies will equal 1 absence.

C. Grading Structure and Policy:

Class attendance & participation	20%
Project(s)	40%
Exams	40%

Instructor will determine, on a case-by-case basis, whether or not to allow any make up of missed quizzes, midterm exam, or late assignment or project deadlines.

D. Instructor will be available to meet with students concerning any aspect of this course, any time during the semester. However, the student will take responsibility to arrange meeting times during the instructors posted office hour times.

III. Course Outline

Chapter 1 – Why Music?

Chapter 2 – The New Industry

Chapter 9 – Making The Real Money

Exam #1

Chapter 10 – Sponsorships And Investments

Chapter 11 – How To Master The Internet

Chapter 12– The New Asking Economy: The Difference Between Asking And Begging

Exam #2

Chapter 13 – How To Get All The Royalties You Never Knew Existed

Chapter 14 – How To Get Music Played In Film And Television

Chapter 15 – Bump Everyone Else Off The Cover

Chapter 16 – Outro

Exam #3

Please see the attached link for the **Intellectual Exchange Statement/ Disabilities Statement/ Non-Discrimination Statement/ Title IX Pregnancy Accommodations Statement/ CARE (Campus Assessment, Response, and Evolution) Team/ Campus Concealed Carry Statement**

<https://www.southplainscollege.edu/syllabusstatements/>

COVID-19 Statement

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.

Title IX Pregnancy Accommodations Statement

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact Crystal

Gilster, Director of Health and Wellness, Phone: 806.716.2362 Email:
cgilster@southplainscollege.edu

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at:

<http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College