

## **The University of Southern Mississippi School of Mass Communication & Journalism**

**COURSE NUMBER:** EI 303

**COURSE TITLE:** Entertainment Industry Survey

**TERM:** Fall 2017

**TIME / LOCATION:**

### **COURSE DESCRIPTION**

Entertainment Industry Survey is a course designed to deliver and discuss an overview of the entertainment industry's scope, practices, and systems. Through researching of past and present industry events and their outcomes, the course will establish an introductory and critical lens of the music, film, and broadcast businesses. This course is also an opportunity to learn from established professionals via in person visits and video conferences to provide multiple opinions on entrepreneurial and creative endeavors.

**INSTRUCTOR:** Mike Maxwell, MFA

### **COURSE OBJECTIVES**

By the completion of this course, students enrolled in EI 303, Entertainment Industry Survey will have a broad understanding of the laws pertaining to the multiple facets of the entertainment industry. Students will also be able to demonstrate an understanding of current media events or topics, systems and methods, and the skills required of a media professional. In addition to their comprehension, students will have had the opportunity to develop their personal portfolio and network of professional contacts.

### **COURSE MATERIALS**

Contact Cards / Business Cards

### **COURSE READINGS**

Required:

Baskerville, David. *Music Business Handbook and Career Guide*, 10th Edition. Sage Publications, 2015.

Suggested:

Krasilovsky, M. William. *This Business of Music: The Definitive Guide to the Music Industry*, 10th Edition. Watson-Guptill Publications, 2007.

Passman, Donald S. *All You Need to Know About the Music Business*, 8th Edition. Free Press, 2012.

## **ASSIGNMENT WEIGHTS**

Quiz / Exams: 60%

Assignments

Media Critique: 10%

Industry and Career Interest Paper: 30%

Total: 100%

## **ASSIGNMENT STANDARDS**

Unless otherwise noted or discussed, all projects and assignments must be turned in as a physical (hard) copy (paper, CD, other standard physical medium). For visual and audio projects, that means they must be turned in on a CD or DVD. Written or miscellaneous media must be printed on paper and turned in. Digital (soft) copies are not accepted as a grade-able medium for any project unless discussed with professor or otherwise instructed.

## **ATTENDANCE / PROFESSIONALISM / PARTICIPATION**

As adults, it is expected that you will take your education seriously. It is understood that emergencies can happen, but it is your responsibility to inform your instructor. Plan ahead, though you should not use an excused absence if you do not have too. Not only do you run the chance of needing it later, but you will miss content and learning opportunities that inevitably impact your overall performance in the class.

To discourage absences and foster the learning environment, each unexcused absence or two late-arrivals will result in a half-letter grade reduction (-5%). You are considered late when your name is called for roll call. An excused absence or late-arrival is one that is determined and granted at the sole discretion of the instructor.

The student is responsible for acquiring any missed notes or assignments from classmates (the instructor is not required to reteach material) and tests/assignments/quizzes must be completed prior to the absence unless other arrangements have been made. In the event that prior notice of absence could not be given, students are expected to make up any and all work missed due to excused absences within one week of the absence.

Professionalism is expected in the classroom, and is essential to promoting a quality learning environment for all. Violating any of the professionalism guidelines will have a negative impact on your grade. Depending on the seriousness of the issue, the impact can range from a

warning, to a grade reduction, to a referral to the appropriate administrator (i.e., School Director, Dean of Students, etc.)

## **PROFESSIONALISM GUIDELINES**

Again, do not miss class.

Be on time to class, return from breaks on time, and attend class for the entire duration.

Be prepared for class with proper supplies, books and materials including the assigned homework completed and prepared to turn in using the format specified by instructor.

Actively participate in class discussion, projects, critiques and/or activities.

Use language and actions appropriate for a professional setting, including professional and cultural sensitivity.

Turn your cell phone and personal computer off unless otherwise instructed by the faculty; Use technology appropriately during class (i.e., computer for class work and NOT other sites/social media, etc.)

Help other students and the instructor as needed.

Attend group meetings as assigned.

Avoid copyright infringement - plagiarism will NOT be tolerated.

Use school equipment, time, and resources in a professional manner to produce professional-level assignments/projects.

## **GRADING / PERCENTAGES**

The grade percentages below are the equivalent percentages for grade marks issued on assignments and projects that are not pass/fail. Test scores are recorded as actual percentage.

### Overall Course Grading Scale & Criteria

A: 90 - 100%

B: 80 - 89.99%

C: 70 - 79.99%

D: 60 - 69.99%

F: < 59.99%

**A = Superior:** This grade is a mark of distinction for students who have repeatedly and variously demonstrated talent, initiative, and self-reliance as well as their grasp of the substance and intent of the course and of its relevance to the discipline as a whole.

**B = Excellent:** This grade is awarded in recognition of a student's above average performance throughout the course and excellence in some aspects, whether of imagination, initiative in the setting and resolution of problems, or by habits of mind and of work.

**C = Satisfactory:** This is given for satisfactory completion of more than minimal course requirements. It is an earned grade and is not given merely for effort or for regular class attendance alone.

**D = Unsatisfactory:** Implies that effort has been irregular and deficient, or that work is generally not up to average standards, or that the student's work habits are deficient, or some combination of Some or all of these.

## **COURSE SCHEDULE**

Week 1 - August 15: No meeting as the semester begins on Wednesday, August 16.

Week 2 - August 22: Introduction, syllabus overview, and lecture.

Week 3 - August 29: Lecture.

Week 4 - September 5: Lecture.

Week 5 - September 12: Lecture and Knobcon 6 review.

Week 6 - September 19: Lecture.

Week 7 - September 26: Lecture.

Week 8 - October 3: Lecture.

Week 9 - October 10: Media Critique due.

Week 10 - October 17: Lecture.

Week 11 - October 24: Lecture.

Week 12 - October 31: Lecture.

Week 13 - November 7: Industry and Career Interest Paper due.

Week 14 - November 14: Lecture and individual career interest meetings.

Week 15 - November 21: Lecture and individual career interest meetings.

Week 16 - November 28: Lecture and individual career interest meetings.

**Final Exam Time: Thursday, December 7 at 4:15pm - 6:45pm**

\*The instructor reserves the right to apply changes to the syllabus and schedule as needed\*

## **IMPORTANT DATES**

Course Dates - August 16 to December 1

Final Exam Dates - December 4 to December 7

Last day to add / drop without penalty - August 23

Last day to receive a 100% refund - August 23

Last day to drop courses without instructor's permission - August 23

Approve dropped courses will receive a "W" - August 24 to October 27

Last day to make a drop request - October 27

## COURSE WORK

### Media Product Critique: 10%

You will create a **written critique** of a media product that you purchased and used or experienced. You are to consume an industry product of significance and provide a thoughtful critique of the product from the sound/music or picture/video perspective and an analysis of the processes involved in the creation of the product. The critique should be **1 single-spaced page** (Times New Roman, 1" margins, APA citation for product) You **must provide documentation** or proof of the consumption of the product. This is achieved by showing a receipt with the physical media, bringing in a ticket stub with a selfie at the venue, etc. The product you consume must be a minimum of **one hour of programming**, and must have a significant media production element to it. Critiques will be turned in according to paper guidelines and will be posted in an online course blog via USM Canvas. Students are required to read and **comment on 5 other critiques** to receive full credit. Once a critique has 5 comments, no more comments should be added. Only those who have completed the assignment are permitted to comment. **A product can only be reviewed a maximum of 4 times.** Once a product, *Blade Runner 2049* for example, has been critiqued 4 times, you cannot critique the product for credit anymore. This means that the earlier you post, the better off you are.

### Industry and Career Interest Paper: 30%

After hearing from industry professionals and learning about the potential career paths available in the Entertainment Industry, you will **write a description of what you are interested in pursuing.** By remarking on the text, external media consumption, and in class dialogs you will convey a sense of what was intriguing to you **both before and after the bulk of the course** and how this has steered your passion for a career in the creative sector. The paper, in full, should be **3 single-spaced pages** (Times New Roman, 1" margins, APA citation for product). In addition to the why, you should contemplate what you are hoping to accomplish either during your academic career or post graduation. It is never too early to develop your portfolio and network of positive creative influences.

Upon turning in your written work, the instructor will schedule an individual meeting to discuss your aspirations and lend any resources or contacts relevant to your progression.

## **DISABILITY ACCOMMODATIONS**

If a student has a disability that qualifies under the Americans with Disabilities Act (ADA) and requires accommodations, he/she should contact the Office for Disability Accommodations (ODA) for information on appropriate policies and procedures. Disabilities covered by ADA may include learning, psychiatric, physical disabilities, or chronic health disorders. Students can contact ODA if they are not certain whether a medical condition/disability qualifies.

Address:

The University of Southern Mississippi  
Office for Disability Accommodations  
118 College Drive # 8586  
Hattiesburg, MS 39406-0001

Voice Telephone: 601.266.5024 or 228.214.3232

Fax: 601.266.6035

Individuals with hearing impairments can contact ODA using the Mississippi Relay Service at 1.800.582.2233 (TTY) or emailing ODA at [oda@usm.edu](mailto:oda@usm.edu).

Note that faculty members must accommodate students with disabilities and must adhere to the excused absence policy of the University. Faculty members are required to excuse absences in which a student misses class in his or her capacity as an official representative of the University. In such cases, students must be given a reasonable opportunity to make up work. See Faculty Handbook 4.5.4. Documentation in these two cases will come from ODA or from the official body for which the student serves as a representative.

## **MENTAL WELL-BEING STATEMENT**

Southern Miss recognizes that students sometimes experience challenges that make learning difficult. If you find that life stressors such as anxiety, depression, relationship problems, difficulty concentrating, alcohol/drug problems, or other stressful experiences are interfering with your academic or personal success, consider contacting Student Counseling Services on campus at 601.266.4829. More information is also available at [www.usm.edu/student-counseling-services](http://www.usm.edu/student-counseling-services). All students are eligible for free, confidential individual or group counseling services.

In the event of emergency, please call 911 or contact the counselor on call at 601.606.HELP (4357).

## **CONFIDENTIALITY & MANDATORY REPORTING**

As an instructor, one of my responsibilities is to help create and maintain a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a faculty member. I am required to share information regarding sexual misconduct or information about a crime that may have occurred on USM's campus with certain University officials responsible for the investigation and remediation of sexual misconduct. The information will remain private and will only be shared with those officials necessary to resolve the matter. If you would like to speak in confidence, resources available to students include Confidential Advisors with the Shafer Center for Crisis Intervention, the Counseling Center, Student Health Services, and Clergy. More information on these resources and University Policies is available at <https://www.usm.edu/sexual-misconduct>.

## **ACADEMIC INTEGRITY**

All students at the University of Southern Mississippi are expected to demonstrate the highest levels of academic integrity in all that they do. Forms of academic dishonesty include (but are not limited to):

1. Cheating (including copying from others' work)
2. Plagiarism (representing another person's words or ideas as your own; failure to properly cite the source of your information, argument, or concepts)
3. Falsification of documents
4. Disclosure of test or other assignment content to another student
5. Submission of the same paper or other assignment to more than one class without the explicit approval of all faculty members' involved
6. Unauthorized academic collaboration with others
7. Conspiracy to engage in academic misconduct

Engaging in any of these behaviors or supporting others who do so will result in academic penalties and/or other sanctions. If a faculty member determines that a student has violated our Academic Integrity Policy, sanctions ranging from resubmission of work to course failure may occur, including the possibility of receiving a grade of "XF" for the course, which will be on the student's transcript with the notation "Failure due to academic misconduct." For more details, please see the University's [Academic Integrity Policy](#). Note that repeated acts of academic misconduct will lead to expulsion from the University.