

The University of Southern Mississippi School of Mass Communication & Journalism

COURSE NUMBER: EI 441

COURSE TITLE: Live Production Business

TERM: Spring 2018

TIME / LOCATION:

COURSE DESCRIPTION

This course covers legal, commercial, and managerial aspects of live entertainment presentations and promotions. Topics include: applicable labor laws and union regulations; financing, insurance and taxation; production team; scheduling and touring logistics; health, fire, and safety laws compliance and their financial implications; risk management; ticketing; promotion, performance, and vendor contracts, production and venue forms.

INSTRUCTOR: Mike Maxwell, MFA

COURSE OBJECTIVES

By the completion of EI 441, Live Production Business, students will be able to assess financial risks and potentials of live productions in addition to being capable of implementing labor, health, fire, and safety regulations. Students will be competent at managing production teams and touring logistics and be capable of evaluating profitability of performance, venue, and vendors.

COURSE MATERIALS

Contact Cards / Business Cards

Three Ring Binder

USB Flash Drive

COURSE READINGS

Required:

Waddell et al., *This Business of Concert Promotion and Touring*, 2007.

Suggested:

Jeri, Goldstein, *How to Become Your Own Booking Agent*, 3rd Edition, 2008.

Beech, Kaiser, and Kaspar, *The Business of Events Management*, 2014.

ASSIGNMENT WEIGHTS

Quiz / Exams: 50%

Assignments

Chapter Discussion Lead (2): 20%

Final Presentation: 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 - January 16 / 18: Introduction and syllabus overview. / Presentation scheduling.

Week 2 - January 23 / 25: Lecture. / Lecture.

Week 3 - January 30 / February 1: Lecture. / Discussion 1.

Week 4 - February 6 / 8: Lecture and quiz 1. / Discussion 2.

Week 5 - February 13 / 15: No meeting. Mardi Gras Holiday. / Lecture and Discussion 3.

Week 6 - February 20 / 22: Lecture and quiz 2. / Discussion 4.

Week 7 - February 27 / March 1: Lecture. / Discussion 5.

Week 8 - March 6 / 8: **Midterm quiz.** / Final presentation overview and scheduling.

Week 9 - March 13 / 15: No meetings. Spring Break.

Week 10 - March 20 / 22: Lecture. / Discussion 6.

Week 11 - March 27 / 29: Lecture and quiz 3. / Discussion 7.

Week 12 - April 3 / 5: Lecture. / Discussion 8.

Week 13 - April 10 / 12: Presentations 1 and 2. / Presentations 3 and 4.

Week 14 - April 17 / 19: Presentations 5 and 6. / Presentations 7 and 8.

Week 15 - April 24 / 26: Presentations 9 and 10. / Presentations 11 and 12.

Week 16 - May 1 / 3: Presentations 13 and 14. / Presentations 15 and 16.

Final Exam Time: Monday, May 10 at 1:30pm - 4:00pm

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

IMPORTANT DATES

Course Dates - January 16 to May 4

Final Exam Dates - May 7 to May 10

Last day to add / drop without penalty - January 23

Last day to receive a 100% refund - January 23

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

Approve dropped courses will receive a "W" - January 24 to April 5

Last day to make a drop request - April 5

COURSE WORK

Chapter Discussion Lead (2): 20%

On January 18, 2018, you will choose days over the semester on which yourself and another student will present the current chapter(s) and lead discussion for the class period.

These presentations will be a minimum of twenty (20) minutes and will ideally expand on the previous day's lecture. If there are components to the chapter(s) being presented that you do not understand, you should address that prior to your presentation and discussion. The more informed your presentation, the better your grade.

For the discussion portion of presentation days, yourself and your partner will need to bring questions regarding the chapter(s) along with your presentation in order to drive discussion. I will supply a few as we start the semester.

Final Presentation: 30%

Individually, you will be tasked with designing production and promotional contracts for a fictional event with the artist(s) of your choice. The goal is to create, from what we have discussed, ideal contracts and financial projections and address how they benefit all parties involved.

This assignment will be discussed at length prior to Spring Break 2018.

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.

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. 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.