

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

**COURSE NUMBER:** EI 200

**COURSE TITLE:** Entertainment Industry Collegium

**TERM:** Fall 2017

**TIME / LOCATION:**

### **COURSE DESCRIPTION**

Entertainment Industry Collegium is a course offering weekly discussions of contemporary music industry issues and trends, content analysis, and integrated practicum experience. EI students have an opportunity to hear and interact with guest artists and speakers, prepare and present their own programs/performances, review and critique media products, and work in different aspects of the industry through student media based organizations. Students are encouraged and enabled to use the Collegium to network and work with each other, expanding their professional and personal spheres, while creating and organizing collaborative productions and projects.

**INSTRUCTOR:** Mike Maxwell, MFA

### **COURSE OBJECTIVES**

By the end of the course, students enrolled in EI 200, Entertainment Industry Collegium will be able to present a portfolio of creative, professional works developed through GESP, SCR, The Crew, and WUSM; engage in discussion and critical thought about significant music industry issues impacting current marketplace, legal and business environments, and their own professional future in the industry; offer and/or critique live presentations of musical works and media products; understand the industry-wide importance of collaboration, presentation as modes of performance and promotion of own projects in front of one's peers; learn the business and operations intricacies of various entertainment industries through hands-on work; navigate, interpret and analyze digital data from essential industry websites.

### **COURSE MATERIALS**

Contact Cards / Business Cards

Students are required to have a student media specific production shirt per practicum.

### **COURSE READINGS**

Textbooks and informational reading will be required as assigned.

## **ASSIGNMENT WEIGHTS**

Practicum Experience: 50%

Assignments

Analyses (2): 20%

Media Critiques (2): 20%

Portfolio: 10%

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 14: No meeting as the semester begins on Wednesday, August 16.

Week 2 - August 21: Introduction and syllabus overview.

Week 3 - August 28: Practicum Experience Plans Due

Week 4 - September 4: No meeting. Labor Day.

Week 5 - September 11: No meeting. I will be returning from an industry convention.

Week 6 - September 18: Industry Analysis 1 Due

Week 7 - September 25: Practicum Experience Hours Due

Week 8 - October 2: TBD

Week 9 - October 9: Media Critique 1 Due

Week 10 - October 16: TBD

Week 11 - October 23: Practicum Experience Hours Due

Week 12 - October 30: Media Critique 2 Due

Week 13 - November 6: TBD

Week 14 - November 13: TBD

Week 15 - November 20: Industry Analysis 2 Due

Week 16 - November 27: Practicum Experience Hours Due

**Final Exam Time: Monday, December 4 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**

Practicum Experience: 50%

Practicum experience is considered experiential learning and is a way for students to refine their craft in a professional organization. The current broad category options that exist for practicum experience are Golden Eagle Sound & Production, South City Records, The Crew, and WUSM.

Each practicum area has specific sub-practicums led by an advanced student who has experience in the area. To be successful, you are expected to maintain a schedule whereby you attend practicum/sub-practicum meetings and take part in hands-on activities as directed by the leader. On average, a student should expect an average of 2 - 3 hours of outside practicum-related work each week.

**After our first meeting, you will need to find information on the organizations listed above and write a short plan on how you will be spending your 30 or more practicum hours amongst them.**

The grade scale for practicum is as follows, based on hour increments. In order for hours to count, they must be considered **quality hours whereby you actively take part** in the project or production, and complete the assigned tasks on-time. Simply showing up and doing nothing will not count towards your hours. Similarly, if you do not complete an assigned task on-time, you will not receive credit for the project or production hours.

**At the end of each month, a summary of your practicum experience hours and documentation is to be turned into the instructor.**

> 30 Hours = 100%

25 - 29 Hours = 90-98%

20 - 24 Hours = 80 - 88%

15 - 19 Hours = 70 - 78%

10 - 14 Hours = 60 - 68%

< 10 Hours = 0%

Each additional 10 hours in excess of 30 hours can result in a reduction of one Industry Summary or one Media Product Critique. Not all hours are of equal value. For example, attending area meetings can be worth .5 hours for the hour meeting, or last-minute opportunities may result in a 1.5/hour credit. Credit value is at the discretion of your leadership supervisor and/or the instructor.

Personal projects or outside activity can be considered, with prior approval, as extra credit towards practicum time but will not supplant practicum required time unless prior approval by the instructor is granted. For personal projects or outside activities to count, they must be

**discussed with the instructor prior to the event** occurring and they must be **critiqued in-class in some manner**. Failure to complete either requirement will result in no outside credit.

Industry Analyses: 20%

You will be responsible for **2 industry-related analyses** during the semester. You cannot complete them at one time. They are due on the weeks as assigned. The purpose of the industry analysis is to provide a snapshot of what is current, what is happening, what has happened since the last analysis, and what to expect from your industry. The written work need to be related to your industry area and should be **1 single-spaced page** (Times New Roman, 1" margins, use APA style for references) that (1) summarize the information and happenings as you read it, (2) relate the information to your area of interest, and (3) reflect on the impact of the information/news to your industry area.

Media Product Critiques: 20%

You will create **2 written critiques** 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 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.

Resume / Portfolio: 10%

A resume and portfolio is critical for your success. For this class, you will be required to turn in a resume and portfolio by the end of the semester. Remember - write down your work experiences and **document projects to which you have contributed**. The portfolio must be online and current. It must have a printable resume/CV file accessible on it. Multimedia clips are important in our industry as well, if you have content for it. Be sure to create such a section. If you are working on a project and need a copy of the media, it is your responsibility to ensure that it is being recorded, captured, etc. in some manner.

## **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.