



**Media Arts and Technology Center of Excellence
Music Business**

<https://www.hccs.edu/programs/areas-of-study/art--design/music-business/>

MUSB 1341- Concert Promotion & Venue Management #14052

Fall 2018 | 16 Weeks (8.27.2019-12.16.2019)

MW 4-5pm | SPBR Room 704

3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor:	Prof. Chris Williams, M.B.A.	Office Phone:	713-718-5917
Office:	Northwest, Room 442	Office Hours:	M;TTR 11a-1p;1:30p-3p
HCC Email:	christopher.william3@hccs.edu	Office Location:	PAC, Room 442

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

Instructor's Preferred Method of Contact

HCC Email: christopher.william3@hccs.edu Please call me on my cell phone for emergency purposes only. I will respond to emails within 24 hours Monday through Thursday; I will reply to weekend messages on Monday mornings.

What's Exciting About This Course

Have you ever wanted to know what goes on in the music business? If so this course is for you. This will be an intense online course that will enable you to unlock your future to what it takes to be a "true" music business professional.

My Personal Welcome

Welcome to ***MUSB 1341: Concert and Event Management***. I'm delighted that you have chosen this course. One of my deepest passions is to convey the infrastructure of how the music business works and I can hardly wait to pass that on. I will present the information in the most exciting way I know, so that you can grasp the concepts and apply them now and hopefully throughout your life. As you read and wrestle with new ideas and facts that may challenge you, I am available to support you. The fastest way to reach me is by my HCC email. The best way to really discuss issues is in person and I'm available during posted office hours to tackle any questions you might have. My goal is for you to walk out of the course with a better understanding of yourself and the introduction to the concert and promotions industry. So please visit me or contact me whenever you have a question.

Prerequisites and/or Co-Requisites

MUSB 1341 requires college-level reading and writing skills. Research indicates that you are most likely to succeed if you have already taken and passed ENGL 1301. Completion of EDUC 1300, MATH 0308, ENGL 0310 or 0349; OR passing grades on the Reading, Math, and English portion of the college assessment exam. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

Eagle Online Canvas Learning Management System

This section of **MUSB 1341** will use [Eagle Online Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. **All assignments have strict due dates and graded based on the accuracy of the content that is submitted. Handouts and important videos will be uploaded during the class semester at any given time.** HCCS Open Lab locations may be used to access the Internet and Eagle Online Canvas. It is recommended that you **USE [FIREFOX](#) OR [CHROME](#) AS YOUR BROWSER.**

HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

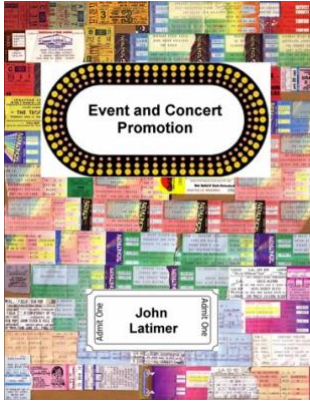
Scoring Rubrics, Sample Assignments, etc.

Look in Eagle Online Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course.

<https://eagleonline.hccs.edu/login/ldap>

Instructional Materials

Textbook Information



Version 1.2.6191 The textbook listed below is **required** for this course. **“Event and Concert Promotion” by John Latimer**

ISBN: 9780981493404

It is included in a package that contains the text as well as an access code and are found at the [HCC Bookstore](#). You may either use a hard copy of the book, or rent the e-book from Pearson. Order your book here: [HCC Bookstore](#)

Temporary Free Access to E-Book

The department will have a few copies on hand available for check-out in the library at Central and Spring Branch Campuses.

Other Instructional Resources

Publisher’s Digital Workbook

Not Available for this course

Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries’ resources and services is the HCCS library web page at <http://library.hccs.edu>.

Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

Course Overview

MUSB 1341, Concert Promotion & Event Management, includes considerations in purchasing a club, concert promotion and advertising, touring, talent buying, city codes, insurance, Texas Alcoholic Beverage Commission Regulation, performance rights organization licenses, personnel management, and concert production and administration

Core Curriculum Objectives (CCOs)

To gain a basic understanding of music business systems, careers, practices, ownership (copyright), marketing and applicable contracts. An overview of the music industry including song writing, live performance, the record industry, music merchandising, contracts and licenses, and career opportunities.

Program Student Learning Outcomes (PSLOs)

1. List the 6 "bundle of rights" that are the foundation of U.S. copyright law and the key to music property rights. List 8 basic clauses common to many music industry contracts.
2. Describe "The Music Business System" and list 8 of its subsystems which work together to produce income. Gain college freshmen level skills in Music Performance, Theory, Ear Training, Piano/Keyboard and audio and video technologies.
3. Develop core competencies to the college sophomore level through readings and lectures, writing reports and exams, learning music, accounting and researching and presenting oral reports utilizing computer skills. Successfully apply knowledge and skills learned in this program by satisfactorily completing the capstone music industry internship, based on employer satisfaction.

Course Student Learning Outcomes (CSLOs)

Upon completion of MUSB 1341, the student will be able to:

1. Basic concepts of how to form a concert production company and a live music venue business
2. Learn basic terms and their meanings in a talent booking agreement
3. Learn the key elements of a good business plan

Learning Objectives

Learning Objectives for each CSLO can be found at [Learning Objectives for PSYC 2301](#)

Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as your guide.

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the departmental final exam
- Be aware of and comply with academic honesty policies in the [HCCS Student Handbook](#)

Assignments, Exams, and Activities

Written Assignment

At least two written assignments will be required. The written assignment(s) should be clearly linked to the course student learning outcomes and learning objectives. Written

assignment(s) must count at least 15% of students' course grades or a minimum of 150 points on a 1,000-point scale (see Grading Formula below).

Exams

There is a generous time limit on tests and you are allowed 2 attempts (online only). Grading criteria is as follows:

Daily attendance, participation = 10%
 8 Best Quizzes (Most Tuesdays) = 25%
 Unit exams 1-3 , 30% each = 5%
 2 Concert reviews, 5 each = 10%
 1 Book/Group Project Review = 25%
 Oral reports, outlined and presented to class = 5%
 Final Exam (Exam 4) = 20%
 (Final Exam Exempt with a 95% Average)

In-Class Activities

Class projects will be done after mid-terms. This will count towards your final grade and can be used to replace your final exam. Participation in online and in-class discussions will account for a major part of your grade. **(projects subject to change)**

Final Exam

All students will be required to take a comprehensive departmental final exam consisting of 100 multiple-choice questions. Students must provide their own Scantron forms (FORM NUMBER 882-E-LOVAS). All the information students need to prepare for the exam is in the [Final Exam Handbook](#).

You must get at least 70% (70 of 100) of the items correct on the final to pass the course (departmental decision). Students who are absent from the final exam without discussing their absence with the instructor in advance or within 24 hours afterward will receive a course grade of Incomplete. Any student who does not take a makeup exam by the end of the following long semester will receive a final exam grade of zero and a course grade of F.

Grading Formula

Unit exams will be given approximately 4 weeks apart. A study guide will be available on the Chris Williams Learning Web site prior to each exam.

3 points added to final average for active participation in MEISA Student Organization)
 Grading percentile: the official HCC grading rubric is as follows:

Grade	Total %Points
A	90-100
B	80-89
C	70-79
D	60-69
F	<60

A- Exceptionally fine work; superior in presentation, visual observation, comprehension and participation

B- Above average work; superior in one or two areas

C- Average work; good, unexceptional participation

D- Below average work; noticeably weak with minimal participation Clearly deficient in presentation, style and content with a lack of participation

HCC Grading Scale can be found on this site under Academic Information:
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

Course Calendar

Week	Dates	Topic/What's due
1		Syllabus
2		Organizing Events with Zero Money
3		Event Management
4		Exam 1
5		Guest speaker
6		Spring Break
7		Club Venue
8		Event/Showcase Preperation
9		Event/Showcase Preperation (Cont.)
10		Talent Buying
11		Exam 2
12		Guest Speaker
13		Group Project
14		Group Project
15		Group Project Presentation – Promotions Company
16		Exam Review
16		Final Exam

Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

Instructor's Practices and Procedures

Missed Assignments

For any work that is submitted late (past due date), an automatic 10 points will be deducted from the overall grade and per day it is late. After 4 days (40 points). Assignments will not be accepted. All course work will be graded and returned within 1-2 class meetings.

There will be “no make-up” on quizzes and unit test **can** be made up with proper notice. Any student(s) that does not make up the exam within **2** class periods, will be given a grade of 0. If you are in a once a week class, your test/exam needs to be made up before the next class date. If not made up, a grade of 0 will be given. No make up will be given for the final. **NO EXCEPTIONS!**

(Face-to-Face classes) Please make sure you establish a great relationship with your peers in class. Note taking is important to take any and all exams. If class is missed, it will effect your chances of scoring high on exams because of the missed information given in lecturer.

Academic Integrity

A student who is academically dishonest is, by definition, not showing that the coursework has been learned, and that student is claiming an advantage not available to other students. The instructor is responsible for measuring each student's individual achievements and also for ensuring that all students compete on a level playing field. Thus, in our system, the instructor College's Policy on Academic Honesty, found in the catalog. What that means is: If you are charged with an offense, pleading ignorance of the rules will not help you. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. “Scholastic dishonesty”: includes, but is not limited to, cheating on a test, plagiarism, and collusion

Copying from another students’ test paper; Using materials not authorized by the person giving the test; Collaborating with another student during a test without authorization; Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered; Bribing another person to obtain a test that is to be administered. Plagiarism means the appropriation of another’s work and the unacknowledged incorporation of that work in one’s own written work offered for credit. Collusion means the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook) **Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.**

Here’s the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

Attendance Procedures

It is important that you “come to class” online! Frequent and steady online work is the best way to succeed in this class. Research has shown that the single most important factor in student success is attendance. Simply put, keeping on the online schedule greatly increases your ability to succeed. You are responsible for all materials covered. Online class attendance is monitored by your instructor. Be sure to communicate any special problems with me as soon as possible. I want you to succeed!

Student Conduct

As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

Electronic Devices

As a student active in the learning community of this course, it is your responsibility to be respectful of the learning atmosphere in your classroom. To show respect of your fellow students and instructor, you will turn off your phone and other electronic devices, and will not use these devices in the classroom unless you receive permission from the instructor. Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

Media Arts & Technology

The Media Arts & Technology Center meets the need for multimedia artists and animators to create animation, web development, and visual effects for television, movies, video games, internet and advertising, as well as industry simulation training used in energy, medical, marketing, social media, and industrial settings.

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HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

Academic Information	Incomplete Grades
Academic Support	International Student Services
Attendance, Repeating Courses, and Withdrawal	Health Awareness
Career Planning and Job Search	Libraries/Bookstore
Childcare	Police Services & Campus Safety
disAbility Support Services	Student Life at HCC
Electronic Devices	Student Rights and Responsibilities
Equal Educational Opportunity	Student Services
Financial Aid TV (FATV)	Testing
General Student Complaints	Transfer Planning
Grade of FX	Veteran Services

EGLS³

The EGLS³ ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS³ surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

Housing and Food Assistance for Students

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

disAbility Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

Title IX

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance

is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross
Director EEO/Compliance
Office of Institutional Equity & Diversity
3100 Main
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

Department Chair Contact Information

Michael Cohn
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