

COURSE SYLLABUS

MUSB 2345 (3:2:2)

**Live Music and Talent Management**

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

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I. GENERAL COURSE INFORMATION

- A. An examination of the role, scop, and activities of the talent manager including establishing the artist/manager relationship; planning the artist’s career; and developing goals, strategies, and tactics with an 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, setting up Tom T. Hall Auditorium and backstage area, and Fest Week stage management. 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 ‘The Tour Book’ by Andy Reynolds. This book is available in the campus bookstore.

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 3 – Recording

Chapter 4 – The Release

**Exam #1**

Chapter 5 – Building A Fanbase One Fan At A Time

Chapter 6 – Playing Live

Chapter 7 – Booking and Promotion

Chapter 8 – Touring

**Exam #2**

Chapter 9 – How To Make Real Money Playing Colleges

Chapter 10 – Sponsorships and Investments

Chapter 11 – How To Master The Internet

Chapter 12 – The New Asking Economy

Chapter 13 – How To Get All The Royalties...

Chapter 14 – How To Get Music Placed In Film and Television

Chapter 15 – Bump Everyone Else Off The Cover

**Exam #3**

- IV. ACCOMODATIONS: South Plains College strives to accommodate the individual needs of all students in order to enhance their opportunities for success in the context of a comprehensive community college setting. It is the policy of South Plains College to offer all educational and employment opportunities without regard to race, color, national origin, religion, gender, disability or age (SPC Equal Opportunity Policy--General Catalog).

A student who enrolls in this class that may need classroom accommodations is strongly encouraged to schedule an intake interview with the special services department before enrolling in this class or prior to the add/drop date for this semester.

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

V. DIVERSITY STATEMENT

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**Disabilities Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

**TexBook Program: *This course is in the SPC TexBook program, so you do not need to purchase a textbook or access code for this course.***

- **What is TexBook?** The required textbook/digital content for this course is available to you in Blackboard from the first day of class. The fee for the textbook/digital content is the lowest price available from the publisher and bookstore and is included in your tuition/fee payment.
- **How do I access my TexBook?** Your course material is in your Blackboard course from the first day of class. Access to your course material is provided either by RedShelf or other links inside your Blackboard course. RedShelf (and many publisher's) ebook features include the ability to hear the text read aloud, highlight, take notes, create flash cards, see word definitions, build study guides, print select pages, and download up to 20% of the book for offline access.
- **Help with TexBook issues and support:** check with your professor and/or contact <https://solve.redshelf.com/hc/en-us/requests/new>
- **Opting out of TexBook:** Participating in TexBook is not mandatory, and you can choose to opt-out. However; by opting-out you will lose access to the course [*textbook/digital content*] and competitive pricing, and you will need to purchase the required course material on your own. If you drop the class or opt-out before the opt-out deadline, the TexBook charge will be automatically refunded to your SPC account. The opt-out deadline for Fall and Spring is the twelfth class day. The opt-out deadline for shorter terms varies between the second and third class day.

*\*Please consult with your professor before deciding to opt-out.*

If you still feel that you should purchase the course textbook/materials on your own, send an **opt-out email** to **tfewell4texasbookcompany@gmail.com**. Include your first name, last name, student ID number, and the course you are opting out of. Once you have been opted-out, you will receive a confirmation email. If you need assistance with the process, contact the SPC Bookstore:

**Email:** tfewell@texasbook.com / **Phone:** 806-716-2399

**Email:** agamble@texasbook.com / **Phone:** 806-716-4610