I. ASCRC General Education Form

<table>
<thead>
<tr>
<th>Group</th>
<th>Group VII Social Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept/Program</td>
<td>Management and Marketing</td>
</tr>
<tr>
<td>Course #</td>
<td>U: MGMT 101</td>
</tr>
<tr>
<td>Course Title</td>
<td>Introduction to the Entertainment Business</td>
</tr>
<tr>
<td>Prerequisite</td>
<td>None</td>
</tr>
<tr>
<td>Credits</td>
<td>3</td>
</tr>
</tbody>
</table>

II. Endorsement/Approvals

Complete the form and obtain signatures before submitting to Faculty Senate Office

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Scott Douglas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone / Email</td>
<td>243-5695</td>
</tr>
<tr>
<td>Program Chair</td>
<td>Jeffrey Shay</td>
</tr>
<tr>
<td>Dean</td>
<td>Larry Gianchetta</td>
</tr>
</tbody>
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Please type / print name | Signature | Date

III. Description and purpose of the course:
General Education courses must be introductory and foundational. They must emphasize breadth, context, and connectedness; and relate course content to students’ future lives: See Preamble:

http://www.umt.edu/facultysenate/gened/GEPreamble_final.htm

The business of entertainment is used to illustrate basic business concepts, models and processes inherent to all organizations, regardless of context. Additionally, students learn successful methods for developing strong social networks and for pursuing successful careers in highly competitive industries. Topics include: accounting, business ethics and corporate social responsibility, business policy and strategy, creativity, diversity, economics, finance, human resource management, international business, leadership, management information systems, new media, organizational structure, production and teamwork.

IV. Criteria: Briefly explain how this course meets the criteria for the group. See:

http://www.umt.edu/facultysenate/ASCRCx/Adocuments/GE_Criteria5-1-08.htm

1) Systematically study individuals, groups or social institutions:

Students are introduced to the basic language, practices and processes inherent in organizations, regardless of context.

Students are introduced to successful methods for developing, working and managing diverse individuals, groups and organizations.

Students interact with several leaders of major institutions. They learn about more and less effective methods for leading organizations and their diverse members in highly competitive and often ethically challenging environments.
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<tr>
<td><strong>2) Analyze individuals, groups or social problems and structures; and/or</strong></td>
<td>Students are provided with current articles on organizational issues that require them to analyze the problems facing these institutions (often including broader social issues), identify the organizational and social implications within the articles, and make effective recommendations.</td>
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<tr>
<td><strong>3) Give considerable attention to ways in which conclusions and generalizations are developed and justified as well as the methods of data collection and analysis</strong></td>
<td>Not applicable</td>
</tr>
<tr>
<td><strong>V. Student Learning Goals:</strong> Briefly explain how this course will meet the applicable learning goals. See: <a href="http://www.umt.edu/facultysenate/ASCRCx/Adocuments/GE_Criteria5-1-08.htm">http://www.umt.edu/facultysenate/ASCRCx/Adocuments/GE_Criteria5-1-08.htm</a></td>
<td></td>
</tr>
<tr>
<td><strong>1) Students taking courses in the Sciences Perspective will be able to:</strong> Describe the nature, structure, and historical development of human behavior, organizations, social phenomena, and/or relationships.</td>
<td>Students are introduced to the development of various theoretical frameworks for explaining and studying human and organizational behavior (see part 2 below for examples of such frameworks). Students are engaged in discussions of how these theories have been supported and/or contradicted through academic study and/or through practical experiences (e.g., described by visiting leaders of organizations).</td>
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<tr>
<td><strong>2) Use theory in explaining these individual, group, or social phenomena; and/or</strong></td>
<td>Throughout the course students are introduced to major theoretical frameworks to explain individual, group and organizational phenomena. For instance, at the individual level students are introduced to motivation frameworks including Expectancy Theory, Maslow’s Hierarchy, McClelland’s Needs-Based Theory, and Alderfer’s ERG Theory. At the group level, students are introduced to Tuckman’s Group Development Model. Finally, at the organizational/societal level, students are introduced to the Workplace, Social Exchange Model, and various leadership frameworks (e.g., Trait Based, Contingency, Path-Goal and Transformational perspectives)</td>
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<tr>
<td><strong>3) Understand, assess, and evaluate how conclusions and generalizations are justified based on data</strong></td>
<td>Not applicable</td>
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The University of Montana – School of Business Administration (Fall 2008)

Course: MGMT 195
Title: Intro. to the Entertainment Business
Class Time: 11:10-12:30 (approx.) MW
Room: GBB 122
Credits: 3 hours
Req’d Text: Course Resource Packet of Selected Readings and Database Keys

Instructor: Douglas & Webster
Office: GBB L35B
Office Hours: 8:00 - 9:30am M/W or by appointment
Office Tel: 243-5695
Cell: 529-0310
E-Mail: scott.douglas@business.umt.edu

Course Overview:
Welcome to Introduction to the Entertainment Business. This course is designed to provide you with some of the basic distinctions and concepts necessary for understanding various business aspects that underpin the business of entertainment, as well as most other businesses, regardless of context. Thus, the focus of the course is to maintain an emphasis on introducing both well-established and more recent knowledge on the entertainment business, and showing how this knowledge also applies to other businesses.

Throughout the course students will engage the instructor(s) and guest experts in discussions that illustrate how businesses function in both the short and long terms. Over the course of the semester students will learn much about a fascinating and somewhat mysterious industry, and they will come away with a better understanding of general business models.

School of Business Administration/Mission Statement
The faculty and staff of the School of Business Administration at The University of Montana – Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

School of Business Administration/Assessment and Assurance of Learning
As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted five learning goals for our undergraduate students:

- Learning Goal 1 – SoBA graduates will possess fundamental business knowledge/integrated business knowledge.
- Learning Goal 2 – SoBA graduates will demonstrate communication skills.
- Learning Goal 3 – SoBA graduates will possess problem solving skills/creative thinking skills.
- Learning Goal 4 – SoBA graduates will have an ethical awareness and demonstrate ethical decision making.
- Learning Goal 5 – SoBA graduates will demonstrate the use of technological skills for communication and problem solving.
ADA Accommodation Statement:
Students with any type of documented disability that may interfere with learning in this class may negotiate a reasonable accommodation with the instructor early in the semester.

Academic Integrity:
At minimum, if you cheat on an assignment, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then placing them in your paper(s) without referencing the original source, also constitutes cheating.

Course Requirements and Assignments:
It is suggested that you read the required assignments prior to the first day they are scheduled to be discussed in class. The required reading is considered a minimum. Thus, we hope that you will be actively reviewing other current literature and topics of related interest. Without your input, our course is limited to the instructors’ interpretations.

1) Exams (27%):
There will be 3 exams based on class discussions, reading materials and guest presentations. Performance on each test = 8% of the total class grade.

THERE WILL BE NO MAKE-UP EXAMS GIVEN WITHOUT THE PRIOR, EXPRESSED AND WRITTEN APPROVAL FROM INSTRUCTOR.

2) Questions for Experts (30%):
Throughout the semester the class will be visited by several guest instructors who are considered experts in their fields. For each guest speaker, students will prepare and submit three questions that they would like to see addressed by the speaker. In order to accomplish this task we expect that students will conduct research on each speaker’s area of expertise. We anticipate that there will be 15-20 guest speakers throughout the semester, and that these questions will be prepared and submitted for at least 15 of them.

Each set of questions = 2%. The submitted questions must be of a relevant nature or they will not be accepted. Additionally, all questions must be submitted at least one class prior to the speaker’s presentation.

3) Current Event Articles (20%)
We will host 5 class sessions to discuss articles on current events in the entertainment business. We will supply some of the article(s) to be discussed at least one class prior to the day they are to be discussed in
Students are required to attend these sessions (4% each), and they are strongly encouraged to bring their own articles and participate in the related discussions.

4) Attendance (20%):

Students are required to attend all presentations by our guest speakers. More specifically, students will lose 4% of their total class grade for each session that they miss when a guest speaker presents. Students that miss 5 or more presentations by guest speakers will receive an “F” for the class.

5. Resume & 1 p. fact sheet (3%)

At the beginning of the semester you must submit (in electronic form) a resume (see schedule below). Additionally, you will be asked to fill out and turn in a fact sheet indicating any work experience that you have had related to the entertainment business.

Grading

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93 - 100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>84 – 86</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>77–79</td>
</tr>
<tr>
<td>C</td>
<td>74-76</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 73</td>
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<tr>
<td>F</td>
<td>69 or below</td>
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</table>

Please note that grades are not rounded up at the end of the semester.

SCHEDULE FOR TOPICS

1) August 25th: Course Overview
   a. Review syllabus – note the official syllabus is online (Blackboard)
   b. Review industry and other business terms, contracts and riders

2) August 27th: Business Models and Quiz: History of Entertainment
   a. Review business models
   b. The origins and progression of various forms of entertainment

3) September 3rd: Guest speaker - Lee Hayes
   a. Promoting and producing entertainment abroad – the China Experiment

4) September 8th: Market Research, Bus/Econ, and Mgmt/Leadership
   a. Conducting Market Research
   b. Review of Business and Economics
   c. Review of Management and Leadership

5) September 10th: Guest Speaker Jim Kouf
   a. The art of screenwriting
      i. Developing and pitching creative ideas
      ii. Film budgeting, directing, producing, and distributing
      iii. Contracting, hiring, firing cast and crew
6) **September 15th**: Guest speaker – Brian Knaff  
   a. The role of a talent buyer  
      i. The basics of business plans  
      ii. Points of leverage and points of concern  
      iii. How to become a successful talent buyer  
      iv. Negotiations and business ethics  

7) **September 17th**: Guest speaker – Jeff Trisler  
   a. Managing and leading organizations in times of rapid change  
   b. Managing and leading organizations in highly competitive industries  

8) **September 22nd**: Guest Speaker – Mike McGinley  
   a. The changing competitive environment  
   b. The new roles for managers, leaders, customers – for all  
   c. How to get a job in the entertainment business  

9) **September 24th**: Current Events, Marketing and Promotions  
   a. Discussion of current event  
   b. Introduction to marketing practices  
   c. Review of entertainment promotions  

10) **September 29th**: Guest speaker – Alex Kochan  
    a. Leadership & Corporate Social Responsibility  
    b. A day in the life of the business of entertainment  

11) **October 1st**: Guest speaker – Keith Miller  
    a. The role of full service agencies  
    b. The Agent  
       i. The role of an entertainment agent  
       ii. Interviewing for agency positions  
       iii. Negotiating (an art vs. skill)  
       iv. Getting a job in an agency  

12) **October 6th**: Guest Speaker – Maria Brunner  
    a. The basics of marketing for tours, events, and etc.  
    b. Services provided by third party marketing firms  
    c. How to get a job in entertainment marketing  

13) **October 8th**: Guest Speaker – Spencer Bohren  
    a. The life of an independent artist  
       i. Being your own marketer  
       ii. Being your own agent  
       iii. Being your own manager  

14) **October 13th**: Guest speaker – Star to be introduced in class
a. The artists’ role in managing and developing their careers  
b. Building a brand & being entrepreneurial in entertainment  
c. Understanding your customer - your fan

15) October 15th: Current Events, Motivation and Teams  
a. Discussion of current event  
b. Review of basic motivation theories  
c. Discussion on working in team-based environments

16) October 20th: Guest Speaker – Geoff Sutton  
a. Marketing for Visual Arts  
b. Marketing for Performance Arts  
c. Being Entrepreneurial in Entertainment and other businesses

17) October 22nd: Guest Speakers – Bingham & Staninger  
a. Sports Agents  
   i. Roles  
   ii. Responsibilities  
   iii. Client Relations  
b. Managing sports teams (what works, what does not)  
c. Being a team player/member  
d. Marketing and Branding for Athletes  
e. How to become a sports agent

18) October 27th: DVD – Hansen Brothers: Strong Enough to Break

19) October 29th: DVD – cont’d Strong Enough to Break

20) November 3rd: Guest Speaker – James Yelich  
a. Working with artists at different stages of their careers  
b. Working with labels (majors vs. independents)  
c. Creativity of the artist vs. the label (Hansen Bros)  
d. Making difficult ethical decisions  
e. How to obtain clients

21) November 5th: Guest Speaker – Brendan McDonough  
a. Planning and producing major re-occurring festivals  
b. Producing major shows in Montana – The Butte Experiment!!!

22) November 10th: Guest Speaker – Mary Muse  
a. Venue Manager’s and responsibilities Role  
   i. Identifying and Leveraging Revenue streams  
   ii. Maximizing Profits and Managing Cost Centers  
   iii. Working with the community (University, local, regional, and state

23) November 12th: Current Events: Production
<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker/Event</th>
<th>Topics</th>
</tr>
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</table>
| November 17th | Guest speaker – Whittlesey and Hemphill                                            | a. Financing and Producing major films  
                        |                                                               | b. Producing Academy Award winning films                      |
| November 19th | Guest speaker – Dave DeVore                                                        | a. The role and responsibilities for record vs. film producers  
                        |                                                               | b. How to get a job in the production segment of the entertainment business |
| November 24th | Current Events – Finance                                                          | a. Discussion of current events  
                        |                                                               | b. Developing funding streams  
                        |                                                               | c. Basic terms in finance  
                        |                                                               | d. Review of basic ratios used in finance                          |
| December 1st | Guest speaker – Marshall Freidman                                                 | a. Developing and funding new entertainment ventures                    |