



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
ETT205	Arts and Entertainment Management	3
Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
3 lecture		Spring 2022

Catalog description:

An introduction to common issues and best practices in the management of arts and entertainment organizations. Students will gain a basic understanding of business requirements and challenges in producing entertainment. Topics include common management structures in not-for-profit and for-profit arts and entertainment companies, marketing, public relations, fundraising, budgeting, and human resources. Legal concerns such as contracts, copyright, licensing, and royalties will also be discussed.

General Education Category:
Not GenEd

Course coordinator:
Scott Hornick, 609-570-3716, hornicks@mccc.edu

Required texts & Other materials:

Sports and Entertainment Management, Kenneth Kaser & John R. Brooks, Jr. South-Western Thomson Publishing, 2005. ISBN: 0538438290

Managing a Nonprofit Organization in the Twenty-First Century, Third Revised Edition and Up, Thomas Wolf and Barbara Carter. Free Press, 1999. ISBN: 0684849909

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Understand the different management structures and practices commonly found in not- for-profit and for-profit arts and entertainment organizations. [Supports ILG #1,5,10,11; PLOs #5,8]
2. Describe common practices in financial management and budgeting and interpret basic budgets. [Supports ILG #1,2,10,11; PLOs #5,8]
3. Discuss the process required for different methods of fundraising and assess which fundraising methods are appropriate in different circumstances. [Supports ILG #1,2,10,11; PLOs #5,8]
4. Develop a basic marketing plan and create marketing and public relations materials. [Supports ILG #1,2,5,8,10,11; PLOs #5,8]
5. State basic legal principles common in entertainment regarding contracts, royalties, copyright, and licensing. [Supports ILG #1,9,10,11; PLOs #5,8]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Entertainment Technology - Music Tech AAS (PLO)

5. Demonstrate a working knowledge of the music business, including copyright and contract law, artist management, and marketing strategies.

8. Demonstrate entry-level competence as a technical manager in the entertainment industry.

Units of study in detail – Unit Student Learning Outcomes:

Unit I [Leadership] [Supports Course SLO #2]

Learning Objectives

The student will be able to:

- Explain the four primary functions of management: planning, organizing, implementing, and controlling.
- Discuss the characteristics of good leadership.
- Assess various strategies for making decisions.
- Understand the challenges of supervising teams, and develop strategies for building effective teams.

Unit II [Management of Arts and Entertainment Organizations] [Supports Course SLOs #2,4]

Learning Objectives

The student will be able to:

- Compare and contrast management structures in for-profit and not-for-profit entertainment organizations.
- Explain the basic requirements of forming a not-for-profit organization, including a mission statement, board of directors, and tax exemption.
- Summarize the roles and responsibilities of not-for-profit boards of directors, and discuss common situations that staff members face when working with boards.
- Explain basic operations practices and challenges commonly found in managing arts, sports and entertainment events.
- Discuss the role of arts and entertainment in our society, and how this impacts the way organizations function.

Unit III [Raising and Managing Funds] [Supports Course SLO #4]

Learning Objectives

The student will be able to:

- Describe primary characteristics of the main sources of contributed income for not-for-profit organizations: grants, individual donations, and special events.
- Choose which method of fundraising is most appropriate in different situations.
- Explain the importance of ethical practices in fundraising.
- Develop a convincing grant proposal.
- Interpret common documents that convey an organization's financial position (statement of activities, budget-to-actual comparison).
- Create project budgets based on principles of solid financial management.

Unit IV [Attracting Audiences] [Supports Course SLOs #2,4]

Learning Objectives

The student will be able to:

- Discuss basic principles of sound marketing and public relations.
- Evaluate target markets and potential audiences for different events.
- Explain the pros and cons of different marketing tools in different situations.
- Design effective marketing and public relations materials.
- Develop and execute marketing plans for different types of events.

Unit V [Legal Issues and Human Resources] [Supports Course SLOs #2,4]

Learning Objectives

The student will be able to:

- Explain common legal practices related to the entertainment industry, including copyright, royalties and licensing.
- Identify common human resource issues related to unions, fair labor practices, and employment law (i.e., equal opportunity hiring, sexual harassment prevention).
- Explain good supervision and management practices when working with paid staff and volunteers.
- Interpret basic contracts.

Evaluation of student learning: [Evaluates SLOs # 1,2,3,4,5]

Achievement of the course objectives will be evaluated through the use of the following tools:

Evaluation Tools	% of Grade
Class Participation	15%
Case Studies of Common Management Situations	10%
Mid-Term Exam	20%
Fundraising Project	20%

Marketing Project	20%
Capstone Essay	15%
Total	100%