Course Number: ETT205  
Course Title: Arts and Entertainment Management  
Credits: 3

Hours:  
Lecture/Lab/Other: 3 lecture

Co- or Pre-requisite: Implementation  
Semester & Year: 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:

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 #1,510,11; 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:

<table>
<thead>
<tr>
<th>Evaluation Tools</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>15%</td>
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<tr>
<td>Case Studies of Common Management Situations</td>
<td>10%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>20%</td>
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<tr>
<td>Fundraising Project</td>
<td>20%</td>
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<tr>
<td>Marketing Project</td>
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