



THE CONTEMPORARY MUSIC CENTER

a program of the Council For Christian Colleges & Universities

SYLLABUS STRATEGIC MANAGEMENT

Instructor: Natalie Ferwerda

natalie@cmcnashville.com

COURSE HOURS: M/T/W 10:30 a.m. - Noon

CREDIT: 3 semester credits

These recommended credits will be granted by your home institution. They will not be considered for transfer credits.

COURSE EQUIVALENCY:

This course may meet the requirement of an upper-level class in Business, Communications, or Media Management.

OFFICE HOURS:

Our "physical and virtual doors are always open." If you have a question please don't hesitate to ask. If you would like to set up an appointment, we can do that too. As a courtesy, try not to call after 11PM or before 9AM, unless there is an emergency.

CATALOGUE DESCRIPTION:

Business Elective students will assemble a successful artist roster and participate in the following activities on their artist's behalf: scheduling, creating a business plan, analyzing and forecasting trends in popular music, advising and developing the artists with regard to their live show and recordings.

OBJECTIVES

- To understand artist management as a helping profession.
- To become familiar with the terms and key points of artist management contracts.
- To learn to identify and develop artist strengths and weaknesses.
- To learn to develop long- and short-term career plans.
- To learn to assess talent and musical material.
- To learn to plan for an artist's career including budget
- To become familiar with basic recording technology and technique



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METHODOLOGY:

During the first five weeks of the semester, students will learn the artist management principles of contract negotiation, brand consulting, licensing, publishing, marketing and media. At week six, each Business student will assemble a roster of 2 artists or bands that they will manage for the remainder of the semester. Managers will be responsible for creating an electronic press kit (EPK) consisting of one-sheet, bio, master recordings, and publicity photos. Managers will consult their artists in imaging, song selection, choice of band members, lighting cues and all other aspects as they prepare for the Tour.

COURSE REQUIREMENTS:

- Students are required to attend all classes. Habitual tardiness or absence, defined as 5 or more tardies/ absences, will result in the reduction of one full letter grade.
- Preparation: Students are expected to come to class fully prepared to discuss all relevant materials.
- Participation: A successful student will regularly participate in classrooms discussions and Q&A periods. Mere passive observation will negatively impact your grade.
- Reading, Listening and Viewing: Extensive reading, listening and film viewing will be required. Student participation will be monitored via discussions, reports, quizzes and papers.

REQUIRED READING:

- Allen, Paul, "Artist Management for the Music Business" 2007. Select readings.
- Various songs, articles, websites, blogs, and book excerpts provided by CMC.

GRADING:

It is important to note that grades are not an assessment of your soul, your potential, or even hard work. They are an assessment of the quality of your work in this class. We also place great value on your attitude and demonstration of improvement.

The following is the CCCU Student Programs grading policy. This policy is administered by all CCCU Student Programs worldwide. The CCCU prides itself on the competitive nature of its admissions and its courses. Please note that a "B" is a good grade that represents "competent and complete" work. "A" grades are earned only by "superior" work. By that definition, "A" grades are a minority of grades earned by students. It is not impossible to earn an "A," but it is difficult.

- A = Excellent creative and integrative work, revealing superior analysis and content.
- B = Good work, competent and complete
- C = Adequate work
- D = Less than adequate work
- F = Completely fails to meet expectations

We are always open to discussing any concerns over grading. If you have any questions or concerns, please come see me.



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FINAL GRADE BREAKDOWN

- 25% Attendance
- 25% Participation
- 25% Practicum
- 25% Final Exam

GRADE PERCENTAGE VALUES

Letter grades have the following percentage values:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82

(same pattern continues for other letter grades)

REPORTING GRADES

At the mid-term of the semester, students will meet individually with me to receive feedback on their work. Final grades for the course will be mailed to students and their home institution after the completion of the semester.

ACADEMIC DISHONESTY

In the event of plagiarism, no credit will be granted for the assignment. Other disciplinary action may follow.



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COURSE SCHEDULE

- Week 1: Why the Music Business?
- Week 2: DIY Artist Management
- Week 3: Building a Successful Team
- Week 4: Session Tracking Week
- Week 5: Negotiating Contracts
- Week 6: Keeping It Legal
- Week 7: Assembling an Artist Roster
- Week 8: Tour Managing
- Week 9: Budgeting
- Week 10: Tour Preparation
- Week 11: Tour Preparation
- Week 12: Tour
- Week 13: Managing an Artist's Recorded Music Revenues
- Week 14: Wrap up and Final Examination