

Minnesota State University Moorhead

EIT 362: Artist and Venue Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course will cover a variety of topics related to managing artists and venues of varying types and sizes. Students will need to be available to tour certain facilities on certain evenings or weekends as part of this course.

B. COURSE EFFECTIVE DATES: 02/02/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Artist demos
2. Business philosophy
3. Commissions and fees
4. Conflict of interest
5. How to assemble a team of business and personal managers, an attorney, and an agent
6. Merchandising, advertising and exclusivity
7. Tech riders
8. Touring
9. Various position descriptions (executive director, operations manager, box office, stage management, and technical engineer)

D. LEARNING OUTCOMES (General)

1. Student will have the knowledge base to move forward into an internship or entry level position in one of a number of entertainment management fields.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted