

Minnesota State University Moorhead

MUS 466: Artist Management and Promotion

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This is the fourth course in a sequence devoted to the music and entertainment business. Topics include how to assemble a team of advisors comprised of business and personal managers, an attorney, and an agent. Business issues for this team include: philosophy, commissions, fees, and conflict-of-interest. Promotional issues for this team include: demos, touring, riders, merchandising, advertising, and exclusivity.

B. COURSE EFFECTIVE DATES: 08/25/2008 - 02/26/2014

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted