

# 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