

**Dr. Santo D. Marabella**

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<b>Office Location</b>	Comenius 203
<b>Office Hours</b>	Monday 4pm to 5pm Wednesday 1:30 to 2:30pm Thursday 11am to 12noon

### **Notes**

Other times available by appointment. While students may "drop in" at any time during office hours, scheduled appointments are highly recommended and ensure adequate time and attention to address student needs.

### **Course Description**

This course will be an advanced study of entertainment and arts production management. It will cover the development, operations and assessment of entertainment and arts productions. Specifically, we will study how they are created, planned, managed and evaluated. Students will assume a "critics" role in assessing TV, film, music, theatre and fine arts productions, and explore where and how improvements could be made. Student assignments will include research and writing about one of the above entertainment/arts genre and proposing strategies and plans for improvement. Designed for economics, accounting, management majors, but students with other major who have taken business course may be admitted with instructor approval.

**READ THIS!!!!**

If you read nothing else in this syllabus, READ THIS...

1. **Be There or Be Square.** Attend all classes – call or email if you cannot attend before your absence (whenever possible)
2. **Ferris Buehler's (insert your name here) Day Off.** You get one "free pass" – a chance to blow off class without any hassles; BUT, like a day off from work, you must still notify your "boss" (professor) that you will not be coming in to "work" (class)
3. **The "Fine Print" about Free Passes.** No free passes may be taken:

- a. Week before Spring Break
  - b. Day you have a presentation
  - c. During all Capstone presentations
4. **Go Outside, It's Fun.** You are intelligent and creative, but you need some "outside" help now and then, especially when you are preparing papers, cases, presentations; so, cite "outside" sources – that is, information written or prepared by a knowledgeable source (other than the professor) not already being referenced in this course
  5. **Give Credit Where Credit is Due.** You have to recognize your outside source. The only way to do that in this class is APA, as APA is the only approved, sanctioned, permitted, (you getting the picture?); if you don't know it, time for some new learning
  6. **Picky Paper Procedures.** In preparing written assignments:
    - a. No title pages – save trees
    - b. Name, date, course section, title of assignment on page 1 – helps in assigning grades
    - c. Number every page after the first – easy reference (e.g. "Great job on page 3...")
    - d. Staple, not clip, pages – I lose things too easily

#### Course Info

#### Course Goals

The course goals are:

1. Expose students to the business, management and organizational aspects of film, music and theatre production.
2. Study "best" and worst business practices in film, music and theatre production.

#### Course Outcomes

1. Be able to distinguish between effective and ineffective business, management and organizational practices in film, music and theatre production.
2. Understand how effective business, management and organizational practices can enhance the artistic quality and commercial success of film, music and theatre productions.
3. Have some expertise in business theories and practices that are applicable to film, music or theatre production.

The outcomes that are sought upon completion of this course are:

## **Course Materials**

### ***Required Course Textbook:***

Producing & Directing the Short Film & Video, David K. Irving and Peter W. Rea, 2006

How to Run a Theatre, Jim Woz, 2004

How to Produce, Release & Market Your Own Music CD

### ***Required Reference:***

Publication Manual of the American Psychological Association, 5th edition, 2001.

This reference is essential in preparing all written assignments for this course, and should be helpful in preparing assignments for other courses as well.

## **Course Expectations**

### ***Readings***

Students will be responsible for preparing the assigned Reading(s) for each class. Assigned readings are indicated in the "Assignment" column of the Course Schedule. Students should be prepared to discuss Readings on the date listed for that particular topic.

### ***Total Quality Participation***

Students are expected to attend all class sessions and participate in class discussions. Participation quality is measured by a student's classroom activity (e.g. responsiveness to questions) and initiative (e.g. preparing additional reading and sharing this with the class).

Students begin the semester with the maximum points possible for Quality Participation. Attendance will be taken and absences recorded. Points will be deducted for each session a student does not attend and does not have an Excused Absences (an illness; a medical or family emergency; a scheduled athletic game/match, a professional obligation). Students are not penalized for Excused Absences which are approved by the Instructor and accompanied by appropriate documentation. Each semester, students are permitted one Free Pass (absence from class without excuse and for any reason). A Free Pass **may not** be used during a class session in which a student's Strategy in Action presentation, a team's case analysis or the final Capstone presentations are made.

In any case, a student should inform the Instructor of anticipated absences in advance (whenever possible) so that it can be determined if an absence will be excused. A student using a free pass should inform the instructor before or after the absence. Also, a student who misses a class session for any reason is responsible for preparing readings, obtaining discussion notes and handouts and completing and submitting (on time) assignments for the session missed.

## Grading Policies

### *Measurement and Grading*

Total Quality Participation	20%
Individual Performance [individual, presentation]	25%
"Development" Paper [individual, research paper]	25%
Untitled Project [team, presentation]	30%
TOTAL	100%

### ***Numerical and Corresponding Letter Grades:***

93 and above - A - Excellent

Exceptional performance in all aspects of the course

90 - 92 - A-

86 - 89 - B+ - Very Good

80 - 85 - B - Good

Sound performance in all aspects of the course.

78 - 79 - B-

76 - 77 - C+

70 - 75 - C - Marginal Work

Acceptable grasp of subject matter and its practical application.

68 - 69 - C-

65 - 67 - D - Little or no evidence of acceptable level of learning; however substantive effort is demonstrated.

64 and below - F -

No evidence of an acceptable level of learning or effort.

### ***Academic Honesty:***

Integrity and honesty are qualities considered to be the "norm" among students. However, any students who choose to deviate from that "norm" risk automatic failure in the course.

## **Managing A Marabella Course**

### ***For Class:***

- Always notify the Instructor in advance if you will be absent from class (if advance notice is not feasible, as soon as possible)
- Ask the Instructor, rather than assume, if anything in class or in this syllabus is unclear.

### ***For Written Assignments:***

- Do not use title pages or fancy covers.
- Always number pages, beginning with page two.
- Type section headings as described in the syllabus.
- Staple pages. Do not use paper clips.
- Use APA style of citing sources correctly.

If any of the above guidelines are not followed, the paper will be returned and points deducted.

## **Special Notes**

### ***Accommodations:***

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

### ***Subjective Discretion:***

It is within the Instructor's purview to apply qualitative judgment in determining grades for assignments or for the course.

## **Research Guidelines**

General Guidelines

### **Research Guidelines**

[APA Info Link](#)

It is important that classroom and textbook learning are augmented by literature, data and information that has been obtained or developed by credible, quality outside (in the field or from the "academy") sources.

The Internet is an excellent tool for identifying and acquiring research effectively and

efficiently. It can save time and connect you with quality sources of literature and information. However, websites sponsored by organizations or individuals normally have little credibility or value in providing literature or information about anything other than the sponsoring individual or organization. The exception is if the website contains data from professional research studies or projects sponsored by the website owner, in which case it will be clear that the information is research rather than opinion or propaganda. All research that students do needs to be cited according to the 2001 (5th edition) of the APA Publication Manual.

The research you consult should be listed as citations for References. Unlike citations for Bibliographies that may permit all consulted sources, References include only those sources you have actually used. Citations are listed in a References list at the end of a written work or paper in alphabetical order, with the second line of text indented. Citations listed in the text of your work are listed as (last name and year) e.g. (Smith, 2005) or last name (year) e.g. Ramirez (2005).

APA Quick Guide

[APA Quick Guide](#) (15.735 Kb)

### **Course Documents**

Untitled Project Teams

Film: Andrew & Betsy

Music: Joe & Mark

Theatre: Brett & Brooke

### **Assignments**

## Assignments

### **Assignments**

**NOTE:** In at least one of the following assignments, students will select an industry that is NOT the topic of their Untitled Project (team presentation).

**Performance [individual, presentation, 25%]** - select an industry and a production or "product" within that industry; prepare a presentation that critiques the production or product e.g. film - What makes the Wizard of Oz so enduring? theatre - Why was CATS on Broadway for such a long time? music - Why did many artists from the MoTown era not get their fair share of the revenue generated by their songs? (10 minute maximum, no paper due, submit PowerPoint presentation slides)

**"Development" Paper [individual, paper, 25%]** - select an industry and an issue, technology or practice and develop a research question (which must be approved by the Professor); e.g. film - What is the criteria for "greenlighting" a film? music - What attracts an A&R person from a major labor to an unknown singer/songwriter? theatre - What factors determine when to close a Broadway show? (5 page maximum, no presentation, submit paper on day due as stated in the Course Schedule)

**Untitled Project [team, presentation, report, 30%]** - within the industry you have selected, pick a production or project in which you can develop, enhance or improve the practice, technology, artistic quality, etc. by using good business/management/organizational competencies and theories. (20 minute maximum, 12 page maximum, 15 references minimum, only APA style accepted)





MGMT 392 – SPRING 2009 - COURSE SCHEDULE

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>			<u>Activities/Deadlines</u>
			<u>Film</u>	<u>Music</u>	<u>Theatre</u>	
1	1/19	COURSE OVERVIEW: Film, Theatre and Music Production  INTRODUCTIONS: student interest in the course				form 2 person teams (film, music & theatre)  determine project scope
2	1/26	Introductions (cont'd)  See Note*	Intro xvii- xxiv	Chap 1	Chap 1, 2, 3	
3	2/02	Raising Funding  Scripts	Chap 2, 1  scripts	Chap 3  sheet music	scripts (H0)	
4	2/09	Pre-Production  Planning	Chap 3, 4, 5		Chap 4, 8	IP #1  DP #1

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			<u>Film</u>	<u>Music</u>	<u>Theatre</u>	
5	2/16	Planning (cont'd) Human Resources	Chap 6, 7, 8, 9, 10	A&R	Chap 5 rehearsal set-building	IP #2 DP #2
6	2/23	Production	Chap 11, 12, 13, 14, 15	Chap 2		IP #3 DP #3
7	3/02	SPRING BREAK				
8	3 /09	Post-Production Distribution Marketing	Chap 16, 17, 18, 19	Chap 4, 5, 6 editing	Chap 7	IP #4 DP #4

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			<u>Film</u>	<u>Music</u>	<u>Theatre</u>	
9	3/16	Survival & Thrival	Runaway Productions	Indie Labels  Chap 7, 8, 9	Chap 9  9/11 & B'way	IP #5 & 6  DP #5 & 6
10	3/23	FIELD TRIPS  film, music, theatre				
11	3/30	FIELD TRIPS  film, music, theatre				
12	4/06	FIELD TRIPS  film, music, theatre				

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			<u>Film</u>	<u>Music</u>	<u>Theatre</u>	
13	4/13	EASTER BREAK				
14	4/20	TEAM PRESENTATIONS				
15	4/27	TEAM PRESENTATIONS				
16	5/05	FINAL EXAMS				

