REQUIRED TEXTS

There is no required text for this course. Reading will be assigned in class via articles and chapters to be posted on MyGateway.

COURSE OBJECTIVES

Business in the Arts is an in depth look at various business aspects unique to the broader field of the arts. The course examines aspects of the arts-related business, including, contracts, budgeting, copyright, publishing, and performing rights, the union, concert promotion, music marketing and PR, for-profit and non-profit organizations, grant applications and business plans, arts foundations/fund-raising, and personal/professional development.

COURSE REQUIREMENTS

This course will be conducted as a seminar and classes will be discussion-based. Assignments will include weekly case studies based on actual business scenarios as well as two graded presentations, each presented orally and in writing. The first presentation will be a comparative report showing historical changes on a current issue facing the arts community. The second presentation will include writing a business plan and budget for a new organization, plus a grant proposal for funding the organization.

COURSE OBJECTIVES

At the end of the course students will have:

- A basic understanding of Marketing and PR procedures with relation to marketing plans, media alerts and press releases

- An appreciation for the evolving nature of the recording industry from its beginnings through the most recent digital and online innovations

- Legal issues such as copyright and intellectual property, and their importance in contemporary arts-related fields

- A developing perspective on the individual student’s career planning

- An understanding of for-profit and non-profit arts organizations, funding and development, board/staff structures, governance, and budget planning

- Knowledge of grant-writing, starting a new organization and seeking funding from Corporate, Government and Foundation sources
COURSE POLICIES

Attendance is required. Poor attendance will negatively affect your grade. If you have a legitimate reason for missing a class, please notify the instructor in advance and make arrangements with your instructor to make up any required work. More than two unexcused absences will result in a lowered final grade.

GRADING

Your grade will be based on the sum of the points earned by the student for the completion of each weekly assignment, exams, and presentations. Weekly assignments are worth 100 points each. Exams are worth 200 points, and in-class presentations are worth 100 points.

SPECIAL NEEDS

If you need course adaptations or accommodations because of disability, if you have emergency medical information to share with the instructors, or if you need special arrangements in case the building must be evacuated, please make an appointment with the instructors as soon as possible.