

# INDEPENDENCE COMMUNITY COLLEGE

## Creative Artist Management Syllabus

### I. GENERAL COURSE INFORMATION

**Instructor Name:** Jim Halsey

**Course Number:**

**Course Title:** Creative Artist Management

**Semester:**

**Credit Hours:**

**Prerequisite/corequisite** – 12 weeks

**Division and Discipline:**

**Course Description:** Course will bring the student into the reality of day-to-day artist management. Not only will we discuss the academic situations of the music business, but will bring into the day-to-day working relationship with America's most active big-name artists the Oak Ridge Boys. We will include on a class-by-class basis, involving the student with interaction with the artist, the booking agency, record company, press and PR, organizations, newspaper, radio and television journalists, creating special events, marketing and the marketing tools (radio, print, television, internet) designing, soliciting and developing programs for corporate sponsorship, press and PR kits, Event Promotion and marketing strategies. Research, gathering data, attendance to festivals, conventions, workshops and conferences. Interaction with talent buyers and coordinators. Mgrs. Function has never been presented in this manner before. Like reality TV, this is Reality Classroom. explore the instructor's relationship with a top national recording and performing group that gives this course immediacy in its real-world application. Weekly conferences with press and PR company in LA. Weekly conferences with one or more of the Oak Ridge Boys, with Wm. Morris Agency, with the record company, with various charitable groups including Feed The Children. Interaction with potential Corporate Sponsors and national organizations. This living breathing classroom environment will afford the privilege of interaction with major industry VIPs available in no other classroom. No other program like this anywhere in America.

**II. COURSE AS VIEWED IN THE TOTAL CURRICULUM:** This course focuses on the relationship of the artist and manager. It explores the manager's function, the team method, the financial relationship, developing artists and their careers. Further study will include the use of the media, marketing, negotiating a record deal and defining the roles of team members. This hands-on course will explore the instructor's relationship with a top national recording and performing group that gives this course immediacy in its real-world application. This course is a media program course.

**III. TEXTBOOK AND OTHER REQUIRED MATERIALS:** How to Make It in the Music Business, by Jim Halsey

**IV. REFERENCES:** Hands-on assignments that reference the Oak Ridge Boys as an ongoing and thriving enterprise.

**V. INSTRUCTOR EXPECTATIONS AND CLASSROOM POLICY:** Instructor expects students to focus on the information presented and be able to define, discuss, inquire of and explore the terms and roles of the music industry. Instructor expects student answers to be their own; this industry rewards originality and brutally marginalizes the plagiarist. Plagiarism is against stated institutional policy and could lead to ICC disciplinary action and/or dismissal from the college; the consequences within the music industry are far more severe. Students who excel at completing assignments and developing original thought as it pertains to the creative process of the music industry not only receive rewards in the classroom, such as good grades, but will find themselves better prepared for success in the industry as a whole. Student is expected to meet ICC academic honesty policy as stated in the ICC Student Handbook.

**VI. ATTENDANCE REQUIREMENTS:** Attendance policies outlined by the school at [www.indy.cc.ks.us/academics/academicstandards.htm](http://www.indy.cc.ks.us/academics/academicstandards.htm) are to be observed. Since this course is designed and paced for preparation to achieve results in the music industry, those results are directly correlated to the students ability to attend and institute the information disseminated in this class. Student is expected to observe online attendance policy within the school's attendance policy as published in the policy manual.

## **VII. OBJECTIVES: Student will learn:**

Jim Halsey's Music and Entertainment Business Success Formula for artists and professionals that work with artists.

## **V III. COMPETENCIES: Student should be able to demonstrate an understanding of:**

Jim Halsey's "Team Method" – Establishing a Team of professionals to promote artists' success.

Jim Halsey's formula for achieving success for artist. FOCUS, DEDICATION, RE-DEDICATION, Direction, Counsel, Planning, Building a team, forging relationships, working with artist and team that has a direction.

The Manager's Function - Discovering Talent, Personal Relationships, Building the Databases, Developing local and regional following, Start developing a plan, Listening – listening - listening

Financial Relationship – Accounting, Controlling Expenses, Investing Capital in Career?, When, where and how?, Loans, Investments

Educate Yourself - Reading Trades, Music information, Check websites, Courses, Lectures & Seminars

Manager's Compensation - Commission, Justification of compensation, Expenses, Money flow,

Compromises

Developing the Artists - Honesty – Integrity, Demos, lessons, paying the dues, Designing the "look", Producing the "sound", Putting "look" and "sound" together to produce the act – the "image", Building the band "brand", Reinventing the artist and yourself, Style, look, events, new goals, focus.

Building the Career - Performance, press, acceptance, Radio in today's market, Records, Advancing the career means – better dates, better performances, more press, more money, Marketing with compassion – and passion!

Using the Media – Care and Feeding - The Five W's – Who, What, Why, When and Where

Design press kit, building bio material, good pictures, demo CD and DVD, Interviews, TV, Importance of billing.

Marketing - Layered marketing - building your stack of pancakes, Repetitious Impressions – Identity and bringing the sale, Call to Action

Landing a Recording Contract - Art of negotiation, developing peripheral income

The Management Team - Spokes on the Artist's Wheel

**V III. Core Competencies – Creative Artist Management** is designed and structured to meet and exceed the learning outcomes and competencies specified by the Kansas Core Competency Project for this course.

**IX. CORE ABILITIES:** The student should be able to define, discuss and understand the concepts, terms and job description of the artist manager. Student should also understand the structure of the relationship of the artist and manager, and the processes various participants of the industry use to fulfill the expectations of that relationship. Student should have competent English communication skills. Student should also be able to use internet and other media resources to complete assignments. Student should also be able to use and navigate the ICC Blackboard online platform.

**IX. METHOD OF INSTRUCTION:** Online courses and assignments will be delivered via Blackboard on the ICC.com website. Course will include reading assignments, projects and quizzes.

**X. METHODS OF EVALUATION:** 40% of grade will be based on activities, 40% on Research and Reporting, 20% on tests.

## **XI. COURSE OUTLINE:**

Understanding the "Team Method" – Establish the Team

FOCUS, DEDICATION, RE-DEDICATION, Direction, Counsel, Planning, Building a team, Forging relationships, Working with artist and team that has a DIRECTION

The Manager's Function - Discovering Talent, Personal Relationships, Building the Databases, Developing local and regional following, Start developing a plan, Listening – listening - listening

Financial Relationship – Accounting, Controlling Expenses, Investing Capital in Career?, When, where and how?, Loans, Investments

Educate Yourself - Reading Trades, Music information, Check websites, Courses, Lectures & Seminars

Manager's Compensation - Commission 10%-25%-more, Justification of compensation, Expenses, Money flow, Compromises

Developing the Artists - Honesty – Integrity, Demos, lessons, paying the dues, Designing the “look”, Producing the “sound”, Putting “look” and “sound” together to produce the act – the “image”, Building the band “brand”, Reinventing the artist and yourself, Style, look, events, new goals, focus.

Building the Career - Performance, press, acceptance, Radio in today's market, Records, Advancing the career means – better dates, better performances, more press, More money, Marketing with compassion – and passion!

Using the Media – Care and Feeding - The Five W's – Who, What, Why, When and Where Design press kit, building bio material, good pictures, demo CD and DVD, Interviews, TV, Importance of billing.

Marketing - Layered marketing - building your stack of pancakes, Repetitious Impressions – Identity and bringing the sale, Call to Action

Landing a Recording Contract - Art of negotiation, Developing peripheral income

The Management Team - Spokes on the Artist's Wheel

**XII. NEXT COURSE IN SEQUENCE:** Next course for which this course is prerequisite.

### **XIII. Special Situations-**

All students seeking assistance with academic programs because of documented disabilities should contact the appropriate contact person listed below:

#### **Instructional Needs**

*Title IX Coordinator:* Dr. Paula Davis, Dean of Instruction

AC 117, Academic Building

620-331-4100 Ext. 5418

[Pdavis@indycc.edu](mailto:Pdavis@indycc.edu)

#### **Facility/Technical Needs**

*ADA Coordinator:* Greg Eytcheson, Chief Info. & Facility Officer

Cessna Building

620-331-4100 Ext. 5444

[Grege@indycc.edu](mailto:Grege@indycc.edu)

### **XIV. COURSE PREPARATION AND APPROVAL**

**Date Prepared:** Date revised or prepared for approval.

**Prepared By:** Person preparing the syllabus for revision or approval.

**Date Approved:** Dates course approved by Academic Council and Dean of Instruction.