

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the Instructor during the first day of class.

The American University of Rome
Communication Program

Department or degree program mission statement, student learning objectives, as appropriate

Course Title:	Live Music and Festival Management
Course Number:	COM 314
Credits & hours:	3 credits – 3 hours
Pre/Co-Requisites:	COMK 220 or MGT 201 or permission of the instructor

Course description

This hybrid course provides hands-on skills for future music managers, concert and festival promoters, and tour managers. Moreover, the course explores the process of signing artists, planning, budgeting, booking and advancing concerts, festivals and tours with a focus on pre-production, logistics, production, promotion, and consumption, highlighting the impact of converged technology on the industry and professional practice. Finally, issues of copyright and security will also be assessed.

Required Textbook (subject to change)

No textbook required. Readings will be available on MyAUR.

Entry Fees

Students must pay their own entrance fees when required.

Course Learning Objectives

At the end of the course, students will be able to:

1. Identify the main principles of live music management, promotion, and communications in the field.
2. Create a business plan, a marketing campaign, and a production plan for concerts, events, and festivals.
3. Develop an understanding of how booking processes work: dealing with artists' representatives, contracts, and international laws.
4. Plan, promote, advance and produce international tours.

Course Learning Activities

- Class lectures, class discussions, video documentaries and films, guest lectures (LOs 1, 2, 3, 4)
- Case Study Analysis (LOs 2, 3, 4)
- Analysis of multi-media content (LOs 1, 4)
- Group Project (LOs 2, 3, 4)
- Field trips in key places of the live music industry. (LOs 1, 2, 3, 4)
- Sample contracts, riders, production and promotion plans will be given to analyze and create breakdowns, schedules, marketing plans and budgets. (LOs 2,3,4).

Assessment tools

Participation	10%
Midterm Exam	20%
Group Project	40%
Final Exam	30%

COURSE SCHEDULE

Week	Topic	Reading/Assignment
Session 1	Introduction to festivals	
Session 2	Live booking and touring	Main themes : live booking, touring, how to start building your roster.
Sessions 3 - 4	How to create a marketing campaign	Main themes: hands-on strategies and insights to market an artist, a concert, a festival, a tour.
Sessions 5 - 6	Event and context: an ecological approach // event tourism, boutique festivals	Main themes: International Festivals, Event Tourism, Environmental Impact of Events, Boutique Festivals.
Session 7	Field Trip – a concert venue	
Sessions 8 - 9	Pre-production and production of events	Main themes: Logistics, security, FAQ, and problem solving.
Session 10	Mid-term exam	Main themes: how to avoid a disaster, planning, security, promo 2.0
Session 11	Discussion on the documentaries “Fyre Festival: The Greatest Party That Never Happened” and “Gimme Shelter”	Main themes: how to avoid a disaster, planning, security, promo 2.0
Session 12	Field Trip – a boutique festival	
Session 13	Scouting and building a roster	Main themes: How to scout artists, manage them, promote them and establish long-term relationships.
Session 14	Field Trip – a major festival	
Session 15	Review Session Group Presentations	
Session 16	Final Exam	

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;
Students will not be penalized for three absences from classes meeting twice a week;
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please verify with the Dean's Office for the list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will not be penalized but will be counted as an absence. Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No instructor may penalize a student more than one-third of a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		