

Carnegie Mellon University

School of Drama

NON-TRADITIONAL ENTERTAINMENT MANAGEMENT COURSE SYLLABUS - SPRING 2015

* COURSE INFORMATION:

Instructor:	Molly McCarter
Course Number:	54-475 - Undergraduate/54-723 - Graduate
Course Credit:	PTM Core Course, 3 units
Course Meeting:	Monday/Wednesday 3:00p-4:20p, PCA 231
Office Hours:	By Appointment
Email:	mollyem@andrew.cmu.edu

* COURSE DESCRIPTION:

This course is designed to look at entertainment management from a different perspective. By learning about the different ways managers function and approach their work in non theatrical fields the students will not only develop greater skills in theatrical management but broaden their horizons to opportunities in different fields.

* LEARNING OBJECTIVES:

Upon conclusion of this course the student should be familiar with...

- * different non-traditional entertainment fields.
- * the different roles of a manager in those fields.
- * the responsibilities of those managers.
- * how traditional theatrical skills translate into different fields
- * networking skills and tactics to employ them in their future career.

* CLASS STRUCTURE:

- * The class will incorporate multiple Skype visitors from different fields. There will be readings you must complete as well as questions to prepare for every speaker. Your participation in discussion with these speakers and guests is critical. Please be on time and ready to participate.
- * All work must be submitted via blackboard. Up to date instructions, schedules and grading can be found there.

* ASSIGNMENTS/CONTENT:

Questions: You must have 6 *substantive* questions prepared for each guest speaker and should reflect the reading assigned in advance. Questions must be submitted via blackboard prior to the start of class.

Thank You Emails: Write a *substantive* thank you email to each guest speaker and upload a screen shot of the email to blackboard within 24 hours of each "visit". Email addresses will be provided if the guest is willing to share it with you. You are not responsible for emails if they do not provide the email in advance.

Interview Paper: You will interview three managers in three different fields and write a paper comparing and contrasting their career paths and job responsibilities. Please see assignment details on Blackboard.

Participation: Your active involvement is what drives this course. Whether it be the opportunity to interact with the guests or support your classmates in their presentations your participation is vital and your success in this class hinges on it. Your active and substantive participation will count for 25% of this course.

*** GRADING:**

Your grade in this course will be assessed by the following percentages:

Questions -	25%
Thank You Emails -	25%
Interview Paper -	20%
Participation -	30%
(attendance, punctuality & involvement)	

Grading for this course will be ABCDR as shown in the School of Drama handbook. For this course, the SOD Conservatory grading scale is as follows:

100% - 93%	A
92% - 84%	B
83% - 74%	C
73% - 65%	D
64% and Below	R

*** COURSE POLICIES:**

Late work: Due to the nature of the questions and emails they will not be accepted late. All other work may be turned in up to one week late and will only be eligible for 80% of the grade. Extensions may be arranged on a case by case basis. These are solely at the instructors discretion and **must be arranged 48 hours in advance.**

Technology: This class consists of discussion and guest speakers there is no need for technology and it will not be allowed. Please put all devices on silent before the start of class and off of the table.

Attendance/Tardiness: Our guests have taken time out of their busy schedule to speak with you. It is imperative that you be here and you be on time. Tardiness will significantly impact your grade. There are no unexcused absences built into this course, but should a situation arise please contact the professor to discuss options.

Collaboration/Cheating: This course falls under the University policy on cheating and collaboration. That policy is available on the web at:

<http://www.cmu.edu/policies/documents/Academic%20Integrity.htm>

Please review this policy. You may not collaborate on ANY of the assignments in this course. Doing so will be considered academic dishonesty.

Scheduling: The schedule of this class is at the mercy of the schedule of many busy professionals. No part of this schedule is set in stone and your flexibility is appreciated.