

Arts Presenting & Live Entertainment Management Curriculum

1. **Tour Management and Production:** An introductory overview of the live entertainment industry from the touring and production perspective. Special attention is given to arts presenting organizations and their role in the industry regionally, nationally, and internationally. The material will be viewed from the perspective of the venue, presenter, promoter, artist, artist manager, tour manager, booking agent, and sponsor.
2. **Marketing and Promotion in the Entertainment Industry:** Examines the various strategies, tools, and methods used to market and promote artists, live entertainment events, arts presenting organizations, and entertainment venues. Marketing initiatives and campaigns are examined and analyzed to determine strategy and effectiveness. Marketing and promotion budgets are critiqued for ROI.
3. **Performing Arts Center and Facility Management:** An overview of the many aspects of managing a performing arts facility and live entertainment venue. Ownership and governance, organization and management, scheduling, ticketing, budgeting, production, facility operations, and contract negotiations are studied from the viewpoint of the facility manager.
4. **Sponsorship, Development and Financial Management in the Live Entertainment Industry:** Explores the role of grants, fundraising, and sponsorship in live entertainment. Examines sponsorship proposals and evaluation reports, as well as how to manage a sponsor relationship and understand the needs of the sponsor, particularly in light of new technologies that effect sponsorship opportunities. Students will understand the elements of a successful grant proposal, the process for receiving grants, how to write a grant proposal, and the ethical aspects of grants. Provides an in-depth look at the responsibilities, methods, and resources of the development director.
5. **Legal Aspects of the Live Entertainment Industry:** Focuses on the contracts used in the performing arts industry, encompassing engagement, co-production, “four-wall” rental, commission, merchandise, and other venue agreements. The course will emphasize knowledge of the salient terminology, legal provisions, and deal points of the transactions, as well as analysis of the contracts from the divergent perspectives of the various parties involved.
6. **Music Copyright Law:** A study of the essential provisions of the 1976 Copyright Act and subsequent amendments and revisions. Students examine the unique complexities of copyright law as it relates to the music industry.
7. **Arts Presenting Project:** Project-based exercises, with the student taking a leadership role in planning, producing, marketing, promoting, and presenting arts-related performances and events. This is a graduate level management course and will require student leadership, self-discipline, and time management, as well as knowledge of logistics, marketing, production, budgeting, risk management, and evaluation.
8. **Internship in Arts Presenting:** Following the Arts Presenting classroom work, students engage in a semester internship within the live entertainment industry.
9. **Electives:** 6 hours of approved electives are also required within the Arts Presenting Graduate Program.