

Music 495-001 Seminar: Gigging 101
Creating a Performance Management Agency

Meeting Time: TBA

Cultural Arts Building Room: TBA

Spring 2011 Syllabus

Contact:

Instructor: Chris Johns, M.M.

Office: Cultural Arts Building, Room 1005

Office Hours: *By appointment only*

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Note: You will receive email announcements and other communication from your instructor through your official UNCW email account. For security and confidentiality reasons, course correspondence will not be sent to other email addresses. You may have your email forwarded from the UNCW address to another server if you would like; for help with this process, contact the Technology Assistance Center (TAC) or your off-campus email provider.

Texts and Materials:

- No required text.
 - Readings and other materials will be provided by the instructor
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Course Description:

A special topics seminar that will engage students in entrepreneurial related activities and projects in preparation for careers as free-lance professional musicians. Students will aid in the development and implementation of a Music Department Performance Agency that will handle requests for providing musicians to special events both on and off campus. Topics include networking, website & online presence/advertising, creating a business plan, incorporation, taxes, and private studio maintenance as well as guest lecturers. Semester long projects prepare students to create and manage their own music related business.

Course Goals: (Group and Individual)

- Research and explore potential music related fields and career paths
 - Research and explore the uses/benefits of social media, web advertising and networking
 - Develop fundamental knowledge of entrepreneurial business practices including writing business plans, building basic websites, marketing/advertising, finances, taxes and incorporation.
 - Develop and implement a Music Department Performance Agency (Group Project)
 - Develop and present a business plan as a personal project
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Assignments:

Short weekly or bi-weekly assignments will be given prior to class discussions. Preparation for the in-class discussions is essential for the course.

Guest Lecturer Schedule:

TBA

Assessments:

- Participation and performance in class discussions
 - Successful completion of group and individual project components
 - Final individual project presentation
 - Students will interview a professional musician and report findings in a 1-2 page summary.
 - Students will anonymously evaluate and assess their peers.
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Attendance and Participation:

Attendance and participation are necessary for the success of the course as a whole. More than two unexcused absences will result in the final attendance grade being lowered by one letter grade. Please notify the instructor of any absences, in writing via email, at least two days prior to the absence.

Students should be prepared to participate in all individual, small group and class discussions, assignments and presentations.

Grading:

Group Project Participation/Performance	25%
Business Plan Project	25%
Interview Report	25%
Attendance/Participation	25%

Late Work Policy:

Assignment due dates will be provided by the instructor. Late assignments will be given credit on a sliding scale. Special permission to hand in late assignments must be requested in writing via email at least two days before an assignment is due.

Academic Honor Code

The University of North Carolina at Wilmington is committed to the proposition that the pursuit of truth requires the presence of honesty among all involved. It is therefore this institution's stated policy that no form of dishonesty among its faculty or students will be tolerated. Although members of the university community are encouraged to report occurrences of dishonesty, each individual is principally responsible for his or her own honesty.

All students are encouraged to read section V "Academic Honor Code", in the UNCW Student Handbook, for definitions of plagiarism, bribery, and cheating, and the procedures for reporting and adjudication of any activities involving student dishonesty.

UNCW practices a zero-tolerance policy for violence and harassment of any kind. For emergencies contact UNCW Care at 962-2273, Campus Police at 962-3184, or Wilmington Police at 911. For University or community resources visit <http://uncw.edu/wrc/crisis.htm>.

The above syllabus for this course is subject to change. In the event of any alteration, written changes to the syllabus will be provided at least two days (48 hours) before they take effect.