

School of Creative Industries

CRI 620: Live Entertainment and Event Marketing

Winter 2017

Instructor Name: Adam Countryman

Office Hours: By appointment

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Emails will be answered Mondays through Fridays only. If an email requires a lengthy response (e.g. more than 1-2 paragraphs), students must make an appointment to meet in person. Only Ryerson e-mail accounts are to be used for communication between faculty and students.

Class: Wednesdays, 6-9PM, KHE119 (Kerr Hall East, 1st floor, #119)

Prerequisite: None

Calendar Description

The spectrum of live entertainment and artistic events is extensive, ranging from rock concerts, nightclubs, jazz festivals, tournaments and theme parks to ballet, opera, parades and fashion shows. This course will focus on the particular challenges involved in marketing live events, and the specific advertising, publicity, pricing and promotional techniques and related management practices that have proven successful in addressing these challenges.

Course Objectives

Students will leave the course with a depth of entertainment industry knowledge that will allow them to engage in meaningful discourse with industry professionals and prepare them for future involvement in the industry. Students will learn to understand the nuances of the industry, discern the various movers and shakers and communication chains between them, and assemble a toolbox of concrete foundational knowledge necessary for future industry experience and further learning.

Teaching Methods

CRI 620 will be taught through a combination of lectures, in-class debates, case studies and industry guest speakers.

Assignments and Evaluation

Evaluation	Description	Due Date	% of final mark
Artist Booking Assignment	Fill out an offer form and rationalize an artist match with a venue	Wed, Feb 8 (Week 4)	15%
Midterm Test	Covering knowledge-based questions taught thus far in the course	Wed, Mar 1 (Week 7)	25%
International Event Market Assignment	Strategize and plan to have a fictional act successfully showcase internationally	Wed, Mar 15 (Week 9)	30%
Festival Planning, Partnerships and Marketing Group Assignment	Conceptualize a viable large-scale event property, then create a partner pitch and marketing plan	Wed, Apr 5 (Week 12)	30%

Descriptions of Assignments and Tests

Artist Booking Assignment (15%)

You are working as a promoter and have been tasked with booking a given act for a late-spring concert at a Toronto live music venue. Use the provided figures to fill out a professional offer sheet and rationalize your strategic choices for the venue.

Midterm Test (25%)

Test will cover material from weeks 1 through 6.

International Event Market Assignment (30%)

Strategize to match an act you represent with an international festival and have them showcase. Find funding sources for the showcase, develop strategy and brainstorm additional ways to deepen the impact of your act's trip. Draft a timeline of your objectives.

Festival Planning, Partnerships, and Marketing Group Assignment (30%)

Conceptualize a viable large-scale music festival, including rationale behind talent choices. Create a brand partnership to align your event with a new partner in a win-win relationship. Create a 6-month marketing plan to strengthen existing audience relationships and develop new pockets of interest and drive ticket sales.

Additional Assignment Information

- The first grades will be returned to students by week 10 or earlier.
- All work is due on the date stated, at the beginning of class, unless other arrangements have been made in advance with the instructor. A late penalty of 5 percentage points per day will apply after the due date (weekends included).
- Grades will be posted using the Grades feature on Brightspace.

Submitting Assignments Electronically: Individual assignments submitted electronically must be in PDF format and include your full name in the filename: e.g. JenRogers_Assignment_5_Article_Assessments.rtf.

Course Schedule

<i>Week</i>	<i>Topic (or Theme)</i>	<i>Assignments/Notes/Activities/ Due Dates</i>
1	Live Entertainment Landscape and the Agency Business	
2	Concert Promotion 1	
3	Concert Promotion 2	
4	Canada vs. the World	Artist Booking Assignment (#1) Due
5	Brand Partnerships (guest lecture)	
6	STUDY WEEK	No Class
7	Mid-Semester Test / Guest Lecture (Marketing)	All knowledge up to this class to be potential test material
8	Live Event Marketing 1	
9	Live Event Marketing 2	International Event Landscape Assignment (#2) Due
10	Festivals & Events (guest lecture)	
11	Other Live Entertainment	
12	Insights on Job Searching + Group Presentations	Festival Planning, Partnerships and Marketing Assignment (#3) Due Assignment #3 Presentations
13	Group Presentations + Course Wrap Up	Assignment #3 Presentations

Other Relevant Information:

- Lectures are an important part of the learning process and provide additional and complementary perspective. Questions pertaining to all course material are welcome at any time. Assignments must reflect familiarity with both lectures and class discussions.
- All students are required to retain a personal copy of all work undertaken for this course as well as *all rough materials, references, sources, and working notes* until the marked original has been returned.
- Any changes to the course assignments, due dates, and/or grading scheme as indicated in this syllabus will be discussed in class prior to being implemented.
- On occasion guest speakers may/will attend our class; students should refrain from contacting these guests after the class, unless invited to do so.

- Cell phones must be turned off during all classes.
- It is the student's responsibility to contact the professor promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) or accommodations must be requested well in advance.
- All team members are expected to contribute to the research and content preparation of the group assignment. Team members will normally receive the same grade (except in exceptional circumstances where a team member has failed to make a satisfactory contribution). Therefore, all members should expect (and demand) that all contribute an equal amount of work.
- Professionalism, quantity and quality are considered. Too much quantity without quality results in lower marks. Excellent insights are given extra weight. Students are expected to arrive to the seminars five minutes early in order to start promptly.

Policy Guidelines:

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the *2016/17 Creative Industries Student Handbook* for specific information with respect to the following policies:

Policy #60: Student Code of Academic Conduct

Policy #61: Student Code of Non-Academic Conduct

Policy #134: Undergraduate Academic Consideration and Appeals

Policy #157: Ryerson's E-mail Accounts for Official Communication

Policy #159: Academic Accommodation of Students with Disabilities

When marking your written work throughout the year, I will consider the following criteria. Please be sure to read them carefully:

Analytical Content: Higher grades will be given to work that demonstrates thorough understanding of lecture and recommended reading material, and that presents a critical analysis of that material. Lower grades will be given to work that simply summarizes the lecture and recommended reading materials.

Grammar, Spelling, and Style: Higher grades will be given to written work that is grammatically correct and is clearly and accurately written, while lower grades will be given to work that is difficult to read or understand due to excessive grammatical and/or spelling errors.

Meeting the Requirements of the Assignment: All written work must be submitted on time, must be of the appropriate length, and, most importantly, must address the issues or questions posed in the assignment.

Mechanics and Aesthetics: Higher grades will be given to written work that includes all of the basic requirements of any written assignment. This includes a title page, complete and proper referencing, and numbered pages.