RTD374 “Entertainment Industry Nashville”
Fall Semester 2015 Syllabus

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Office Hours: Wednesday, 1-4PM and Thursday, 1-4PM, and by appointment.
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Class Times: Schedule attached


Course Description: Designed to examine the multi-dimensional entertainment industry in Nashville, Tennessee, including record labels, music production for album, film, television and commercials, music publishing, performing rights organizations, video production and radio. Students travel to Nashville five times during the semester to meet with and have presentations from top industry professionals. Visits to major facilities, such as recording studios, mastering studios, audio post-production studios and television networks are included. The course explores various possible career paths and what qualifications are necessary to be successful in the industry.

Recommended class: RTD373: “Music Business Overview”.

NOTE: All students must read the SIU Field Trip Policy and complete and turn in a signed “Participation Agreement” and the “Assumption of Risk” Forms. This can be found (and printed out) from the Provost’s Office on the SIU website: http://pvcaa.siu.edu/links/index.html
Follow the above link, and open “Participant Agreement” and “Assumption of Risk” forms. Print them out, complete and sign. Bring them to the orientation meeting. Students who do not complete and turn in these forms will not be able to go on the trips to Nashville.

I. Requirements:

   A. Exams: There will be two tests during the semester. Each test will cover topics from lectures and readings. The first test will cover material from the first and second trips to Nashville; the second test will cover trips three and four. There are no make-up exams except for valid emergencies. Car troubles or oversleeping do not count… The only exception will be for verifiable medical or family emergencies.

   B. Final Project and Presentation: The fifth and final trip of the semester will be for students to present a final project to a panel of industry experts. Students will work in teams of four; you may choose with whom you wish to work. Each group will have 20 minutes to present; division of time, information and materials during the presentation should be evenly distributed among team members. A full outline of the project will be handed out separately at the class orientation. In addition, coaching workshops will be offered during the semester (required – see list of important dates). As part of the project,
your team will present an “elevator pitch” to business coaches. This short pitch will also be graded.

This is an entrepreneurial exercise to show your business insight and creativity in a rapidly changing landscape. This project requires that you examine challenges and/or unserved needs in the industry, creating a potential business opportunity. You must clarify an objective, and develop a business plan to meet that objective. You will receive outlines and guidelines on how to create, develop and present such a business plan.

You and your team should be prepared to answer questions from the panel, and to defend the validity of your presentation.

C. Paper “Executive Summary”: In lieu of a short research paper, the writing component to this course will be an “Executive Summary” of your business plan (see “Final Project/Presentation”). This will be written and turned in by Thursday, December 3rd, by 5PM to my mailbox in the RTD office. At the same time, your team and self evaluation forms should be turned in.

D. Resume and Cover Letter: Each student is required to create and submit a completed, professional resume to my mailbox in the RTD office by Thursday, December 10th. As part of the resume assignment, you must make an appointment at Career Services (in the Student Services building, 1263 Lincoln Drive, Suite 0179) to have your resume reviewed and critiqued. Have the reviewer sign and date your resume that you turn in (to show that you had the appointment). Make your appointment early, as the semester fills up for Career Services! You can call them to make the appointment: 453-2391. Also, you can see examples of resumes and cover letters on the website: http://careerservices.siu.edu/students/resume-cover.html. In addition to the resume, you must write a cover letter, presenting yourself for consideration for a job or internship to be addressed to one of our guest speakers. The letter is to be turned in with your resume. (It will not be sent to the speaker, but treat it as if you are actually applying for a job with that person.)

Note: if MCMA does hire a recruitment/internship coordinator and they offer a resume/cover letter workshop during the fall semester, attending that workshop and having your resume/letter critiqued by the instructor will substitute for the visit to Career Services.

E. Participation: Attendance is required in all classes. The only exception will be for verifiable medical or family emergencies. In the event of an absence, you are completely responsible for all material covered (get detailed notes from a classmate). Reading assignments in the syllabus are to be read prior to the respective class trip. For each trip (except the last trip), write two questions relevant to the topic or speakers – turn them in to me prior to the bus leaving (this can be turned in the day before or the morning of the trip). Make certain that your name is on the page so you can receive credit for the submission. Suggestion: Google the topic and/or guest speaker. Do they have a website? Be prepared engage them. Consider asking questions that may be pertinent to your final project. (Included below is a partial list of pertinent websites.) If you don’t ask questions all semester, it will significantly affect your grade. Also, there are questions written by each trip agenda (below). These questions are fair game the day of each trip. You should be prepared to answer and discuss these questions on the day of each trip.
II. Grading:
   A. Exams are 15% each. Total: 30%
   B. Paper/Executive Summary: 10%
   C. Final Project: 25%
   D. Elevator Pitch: 5%
   E. Resume/Cover Letter: 10%
   F. Participation: 20% (includes asking and answering questions in class)

III. Trip Details:
   The class travels to Nashville by an SIU bus. Students are not allowed to drive their own cars to Nashville. The bus leaves at 8:15 AM from the Daily Egyptian entrance. The bus stops for lunch outside of Nashville, and arrives in Nashville by 1PM. There are a few choices for lunch, or students may choose to bring their own food. Please bring water with you on the bus. Wear comfortable clothes – this can be relatively informal, but be “presentable”, as you are representing SIU in Nashville. (Consider appropriate attire for your final presentations.) And, you may want to introduce yourself to a presenter for a job or internship….
   While on ANY class trip to Nashville, consumption of any alcohol is prohibited. This includes (but is not limited to) on the bus or in a restaurant.