

# PERFORMING ARTS MANAGEMENT (PAM)

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## **PAM 200 | INTRODUCTION TO MUSIC BUSINESS | 2 quarter hours (Undergraduate)**

Through lecture and discussion, this course examines the changing music industry. As an overview of music business, this course studies the relationships between artists, managers, agents, and attorneys; recording companies; major and independent labels; music publishing and performing rights organizations; touring and merchandising; copyright and music licensing; careers in the music industry; and topical issues facing the industry today. (2 quarter hours)

## **PAM 201 | SMALL GROUP PERFORMANCE LAB | 1 quarter hour (Undergraduate)**

This course offers students the opportunity to lead and participate in music-making and learning experiences utilizing informal learning practices, popular and world music styles, and technology.

## **PAM 301 | INTRO TO NOT-FOR-PROFIT PERFORMING ARTS MANAGEMENT & LEADERSHIP | 4 quarter hours (Undergraduate)**

Through lecture, discussion, readings, videos, research and projects, the student learns about styles of arts leadership, contemporary issues and best practices in the field of arts management, the history of non-profit arts administration in the US including leaders in the field and opportunities for careers in the arts. Emphasis is placed on how non-profit organizations balance their commitment to the Art, the Artist and the Audience. Specific areas addressed include the role of the arts manager; the primacy of the mission; planning, change and adaptation; leadership and group dynamics; and human resources. (Cross-listed with THE 201)

**PAM 200 and status as a Performing Arts Management student is a prerequisite for this class.**

## **PAM 302 | PERFORMING ARTS MANAGEMENT II: ORGANIZATIONAL STRUCTURE AND FINANCIAL MANAGEMENT | 4 quarter hours (Undergraduate)**

Through lecture, discussion and projects, the student learns about non-profit arts organizational structures, short-and long-term planning, intersection of mission/vision/values and programming with growth and sustainability, producing vs. presenting organizations, financial management, management information systems and budgeting. (Cross-listed with THE 202)

**PAM 301 and status as a Performing Arts Management student is a prerequisite for this class.**

## **PAM 303 | PERFORMING ARTS MANAGEMENT III: MARKETING FOR THE ARTS | 4 quarter hours (Undergraduate)**

Through lecture, discussion and projects, the student learns about strategies and objectives in marketing and promoting the performing arts. Specific focus is given to integrated marketing and communication strategies; market research and evaluation techniques; organizational image and branding; patron support services; and audience development. Students will create marketing and public relations plans and materials, both independently and on teams, which incorporate targeting audiences; promotions, publicity, and advertising; and working with various forms of media, including social networking and technology-based platforms.

**PAM 302 and status as a Performing Arts Management student is a prerequisite for this class.**

## **PAM 304 | PERFORMING ARTS MANAGEMENT IV: INSTITUTIONAL ADVANCEMENT & COMMUNITY ENGAGEMENT | 4 quarter hours (Undergraduate)**

Through lecture, discussion and special projects, the student learns about institutional advancement and development as well as collaborations with internal and external constituencies. Topics include forming partnerships, community outreach, board development and engagement, fundraising and grant writing, donor cultivation, and the philanthropic community. This course is the final course in the four-course sequence on Performing Arts Management, and integrates the topics, vocabulary, themes, and subjects introduced in the previous three courses. (Cross-listed with THE 207)

**PAM 303 and status as a Performing Arts Management student is a prerequisite for this class.**

## **PAM 305 | ARTIST MANAGEMENT IN COMMERCIAL MUSIC | 2 quarter hours (Undergraduate)**

Through lecture, discussion, reading and projects, this course provides an in-depth examination of the commercial/for-profit music business with a focus on artist management, record labels (present and future), marketing and touring. Specific attention is given to artist-manager relationship; artist-label relationship; marketing strategies; and the current changes and evolution of the industry, at large. (2 quarter hours)

**PAM 200 is a prerequisite for this class.**

## **PAM 306 | TECHNOLOGICAL TRENDS & DEVELOPMENTS IN THE MUSIC INDUSTRY | 2 quarter hours (Undergraduate)**

This course will examine the changes within the music industry; past, present, and future; and the technological advancements which provide the catalyst for those changes. Students will develop a basic understanding of the technological breakthrough, recognize its significance and examine how the music industry exploits these new developments into business opportunities never before possible. (2 quarter hours)

**Status as an Undergraduate Music student or as a Music Minor student is a prerequisite for this class.**

## **PAM 307 | LEGAL ISSUES IN THE MUSIC INDUSTRY | 2 quarter hours (Undergraduate)**

This course is a study of legal concepts and issues related to the music industry - types of contracts; contracts mechanics and formats; relationships between artists and key personnel; recording contracts and record labels; copyright issues related to artists, performers, and composers, copyright infringement issues; digital music issues; labor relations; landmark legal cases related to the music industry; and topical legal issues facing the industry today. (2 quarter hours)

**PAM 200 is a prerequisite for this class.**

## **PAM 308 | MUSIC PUBLISHING | 2 quarter hours (Undergraduate)**

This course is a study of the past, present, and future of music publishing. The course is designed to examine the principles and procedures involved in music publishing, nationally and internationally. Topics include music ownership and copyright registration; copyright searches and infringement; primary functions of a music publisher; sources of publishing income and licenses; current practices, trends, and future issues. (2 quarter hours)

**PAM 200 is a prerequisite for this class.**

**PAM 309 | MUSIC ENTREPRENEURSHIP | 2 quarter hours**

**(Undergraduate)**

Through opportunity creation, case study, discussion and peer evaluation, this course analyzes and simulates the professional performing arts marketplace, providing collaborative hands-on experience for performers and arts managers-in-training. In this course, performers will hone their musical point-of-view and create an original, self-produced performance opportunity in the DePaul community, with marketing materials and a business structure to support their project. Arts Management students will collaborate with performers on these projects, providing support to their colleagues in a way that models their future professional activities. Each student will also be responsible for analyzing a current successful model, identifying keys to success. This course is intended to bridge the transition from college to career, providing the artistic, career development and entrepreneurship training that have become essential in today's professional environment. (Cross-listed with APM 309) (2 quarter hours)

**Status as an Undergraduate Music student or as a Music Minor student is a prerequisite for this class.**

**PAM 310 | MUSIC FESTIVAL MANAGEMENT | 2 quarter hours**

**(Undergraduate)**

This course will provide an introduction to the successful fundamentals of managing a music festival. Topics include the various purposes of a festival, effects on community, music education, outreach, tourism, fundraising, public relations, programming, marketing, ticketing, risk management, and production. Students will acquire an understanding of the evolving trends in creating, sustaining, and assessing a festival. (2 quarter hours)

**Status as an Undergraduate Music student or as a Music Minor student is a prerequisite for this class.**

**PAM 360 | TOPICS IN PERFORMING ARTS MANAGEMENT | 2-4 quarter hours**

**(Undergraduate)**

An in-depth study of special topics related to the fields of Performing Arts Management and/or Music Business. (2 quarter hours)

**Status as an Undergraduate Music, Undergraduate Theater, Undergraduate Business student, or permission from the instructor is a prerequisite for this class.**

**PAM 397 | PERFORMING ARTS MANAGEMENT PRACTICUM | 2 quarter hours**

**(Undergraduate)**

The practicum provides the student with a forum for experiential learning in performing arts management. (2 quarter hours)

**Status as a Performing Arts Management student is a prerequisite for this class.**

**PAM 398 | PERFORMING ARTS MANAGEMENT INTERNSHIP | 1-4 quarter hours**

**(Undergraduate)**

The internship provides the student with an experiential opportunity to learn by working with professionals in the Performing Arts Management and/or Music Business industries. (2 quarter hours)

**Status as a Performing Arts Management student is a prerequisite for this class.**

**PAM 399 | INDEPENDENT STUDY | 1-4 quarter hours**

**(Undergraduate)**

(2 quarter hours)

**Status as an Undergraduate Music student and department consent are prerequisites for this class.**