DATE (*Change if modified and redate file with current date)*)	4.27.09 REV 10.5.09
PROGRAM AREA(S)	ART, BUSINESS, PERFORMING ARTS

1. **Course Information.** *[Follow accepted catalog format.]*

   Prefix(es) (Add additional prefixes if cross-listed) **and Course No. ART/BUS//PA 495.**

   Title: THE ENTERTAINMENT EVENT: PRODUCTION, MARKETING AND PERFORMANCE   Units: 3

   Prerequisites

   Corequisites ART/BUS//PA 491

   Consent of Instructor Required for Enrollment

   Catalog Description (Do not use any symbols): **An interdisciplinary experience: students work directly with faculty and entertainment industry professionals focusing on aspects of talent management, project development, marketing and related technologies that result in the production of an entertainment event.**

Grading Scheme:

A-F Grades

☐ Credit/No Credit

☐ Optional (Student Choice)

Repeatability:

Repeatable for a maximum of 6 units

Total Completions Allowed 2

☐ Multiple Enrollment in Same Semester

Course Level Information:

Undergraduate

☐ Post-Baccalaureate/Credential

☐ Graduate

Mode of Instruction/Components (*Hours per Unit are defaulted*).

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the Dean)
Lecture	2	1	30	x	
Seminar		1			
Laboratory		3			
Activity	1	2	30	x	
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

2 hours lecture per week

2 hours activity per week

2. **Course Attributes:**

   ☐ **General Education Categories**: All courses with GE category notations (including deletions) must be submitted to the GE website: http://summit.csuci.edu/geapproval. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

   A (English Language, Communication, Critical Thinking)

   ☐ A-1 Oral Communication

   A-2 English Writing

   A-3 Critical Thinking

   B (Mathematics, Sciences & Technology)

   ☐ B-1 Physical Sciences

   B-2 Life Sciences – Biology

   B-3 Mathematics – Mathematics and Applications

   B-4 Computers and Information Technology

   C (Fine Arts, Literature, Languages & Cultures)

   ☐ C-1 Art

   C-2 Literature Courses

C-3a Language
C-3b Multicultural
D (Social Perspectives)
E (Human Psychological and Physiological Perspectives)
UDIGE/INTD Interdisciplinary
Meets University Writing Requirement
Meets University Language Requirement

American Institutions, Title V Section 40404:   Government   US Constitution   US History
Refer to website, Exec Order 405, for more information: http://senate.csuci.edu/comm/curriculum/resources.htm
Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

3. **Justification and Requirements for the Course.** (Make a brief statement to justify the need for the course)
   A. Justification: The course draws upon expertise that currently exists in a number of established CSUCI programs. It will be interdisciplinary in nature and content, and involve entertainment industry professionals working directly alongside CSUCI faculty and students in both theoretical and real world situations. This course will be coordinated by a full-time faculty member who will liaise and organize scheduling with faculty and industry professionals who are brought in to teach various components of the course. The final result will be the production, marketing and performance of an entertainment event.

   B. Degree Requirement: Requirement for the Major/Minor   **Note: Submit Program Modification if**
                                    Elective for the Major/Minor   **this course changes your program**.
                                    Xx Free Elective

4. **Learning Objectives.** (*List in numerical order. You may wish to use the following resource in utilizing measurable verbs: http://senate.csuci.edu/comm/curriculum/resources.htm*)
       Upon completion of the course, the student will be able to:

   •   Demonstrate the ability to collaborate effectively on projects involving students from disciplines outside of their own area of study

   •   Employ information gained from their major area of study and apply it to the success of group productions

   •   Assess, both verbally and in writing, information as it relates to topics and projects in the entertainment industry

   •   Formulate creative ideas and develop them into a tangible aspect of entertainment productions and products

   •   Perform assigned tasks, while working with recognized professionals from the entertainment industry

   •   Construct elements of entertainment projects and performances for the University and surrounding community

   •   Evaluate the complexities and roles involved in the creation of a major entertainment event

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*
           I. Overview of elements involved in the creation and production of the entertainment event
       II. Event conceptualization and planning
       III. Assembly of project development team
       IV. Marketing and strategies
       V. Talent management
       VI. Booking and contracts
       VII. Advertising: technology, collateral and after-product
       VIII. Media buying
       IX. Technical mechanics of event production
       X. Production of the entertainment event

Does this course content overlap with a course offered in your academic program? **Yes** x   **No** ▮

If YES, what course(s) and provide a justification of the overlap. In addition to new content as outlined in this proposal, this interdiscliplinary course will incorporate related elements from existing Programs. Courses involving content that pertains to event production will contribute to the final class project. This class will be team taught with faculty from the related content areas working along side students and industry professionals that are brought in to cover specialized topics. Aspects of grapic design, web design, art direction and production design that incorporate both traditional and digital technologies will be integrated into the production of an entertainment event. Related ART courses include: ART108, ART208, ART312, ART314, ART315, ART 317, ART 322, ART 323, ART 324, ART325, ART334, ART337, ART393, ART384, ART490, ART 499

Does this course content overlap a course offered in another academic area? **Yes** x   **No** ▮

If YES, what course(s) and provide a justification of the overlap. This course intentionally incorporates a range of topics that currently exist in the CSUCI Programs that are listed in the course prefix. Because of its interdisciplinary nature, this course will draw from content that currently exists in the academic programs associated with this course. and incorporate content into the new course as it applies to entertainment industry and media. This class will be team taught with faculty from the related content areas working along side students and industry professionals that are brought in to cover specialized topics. Related courses include: BUS320, BUS334, BUS335, BUS420, BUS499 PA335, PA350, PA360, PA383, PA384, PA490,

Overlapping courses require Chairs' signatures.

6. **Cross-listed Courses** (*Please note each prefix in item No. 1)*
    A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).
    List each cross-listed prefix for the course: ART, BUS, PA

    B. Program responsible for staffing: ART, BUS, PA

7. **References.** *[Provide 3 - 5 references]*

    Vinet, Mark Entertainment Industry: The Business of Music, Books, Movies, TV, Radio, Internet, Video Games, Theater, Fashion, Sports, Art, Merchandising, Copyright, Trademarks & Contracts, Wadem Publishing, 2005
    Lieberman, Al & Esgate, Pat. The Entertainment Marketing Revolution: Bringing the Moguls, the Media, and the Magic to the World. Engelwood, NJ. Prentice Hall Books, 2002
    Haupert, Michael. The Entertainment Industry (Emerging Industries in the United States, Greenwood Press, 2006

8. **Tenure Track Faculty Qualified to Teach This Course.**

    Jack Reilly, Luke Matjas, Liz King, Jacqueline Kilpatrick, Catherine Burris, Luda Popenhagen,

9. **Requested Effective Date:**
    First semester offered: Spring 2010

10. **New Resources Requested. Yes** ▮   **No**
     If YES, list the resources needed.

    A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
    ▮

    B.   Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
    ▮

    C.   Facility/Space/Transportation Needs
    ▮

D. Lab Fee Requested (please refer to Dean's Office for additional processing) **Yes** ▮   **No** ▮

E. Other
▮

11. **Will this new course alter any degree, credential, certificate, or minor in your program? Yes** ▮   **No**
If, YES attach a program update or program modification form for all programs affected.
Priority deadline for New Minors and Programs: October 5, 2009 of preceding year.
Priority deadline for Course Proposals and Modifications: November 2, 2009, of preceding year.
Last day to submit forms to be considered during the current academic year: April 15th.

Jack Reilly   4-27-09
_____
Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)   Date

Approval Sheet

Program/Course: ART/BUS//PA 495.
If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
	Signature	Date

Program Chair		
	Signature	Date

Program Chair		
	Signature	Date

General Education Chair		
	Signature	Date

Center for International Affairs Director		
	Signature	Date

Center for Integrative Studies Director		
	Signature	Date

Center for Multicultural Engagement Director		
	Signature	Date

Center for Civic Engagement Director		
	Signature	Date

Curriculum Chair		
	Signature	Date

Dean of Faculty		
	Signature	Date