SEMESTER IV

Course 4.6: Artists and Event Management

1. Summary:

1	**Course Code and Name of the Course**	MUGE 2201: Artists and Event Management
2	**Course Developing Team**	Whistling Woods International
3	**Anchoring School/Centre**	School of Skill Education
4	**Program**	BA in Music Production and Composition
5	**Course Teacher**	Jateen Rajput
6	**Credit Load**	2 Practical Credits
7	**Location of the Course**	Semester IV

2. Introduction:

This practical course offers a comprehensive exploration into the management of artists and events within the vibrant and diverse Indian market. Students will delve into the intricacies of artist representation, event planning, marketing strategies, and cultural considerations specific to the Indian entertainment industry.

3. Course/Learning Objectives:

- To develop fundamental skills in artist management within the Indian market.
- To understand the process of event planning and execution in diverse Indian contexts.
- To learn effective marketing and promotion techniques tailored to the Indian audience.
- To explore legal and ethical considerations in artist management and event planning.
- To cultivate professional relationships with artists, agencies, and event organizers in India.

4. Course Outcomes:

Upon completion of this course, students will be able to:

- Manage and represent artists effectively within the Indian entertainment market.
- Plan, organize, and execute successful events catering to Indian audiences.
- Develop and implement marketing strategies specific to the Indian market.
- Navigate legal and ethical considerations in artist management and event planning.
- Build a network of contacts within the Indian entertainment industry.

5. Brief description (to appear in the prospectus):

This 60-hour practical course provides students with hands-on experience in managing artists and organizing events within the Indian market. Through case studies, practical exercises, and industry insights, students will gain a deep understanding of the unique challenges and

opportunities present in the Indian entertainment landscape. The course covers artist representation, event planning, marketing strategies, legal aspects, and cultural nuances.

6. Unit wise distribution of teaching hours:

Unit	Topic	Hours
Unit I	Introduction to Artist Management	10
Unit II	Event Planning and Execution	10
Unit III	Marketing and Promotion Strategies	10
Unit IV	Legal and Ethical Considerations	10
Unit V	Field Visits: Visits to event venues, artist agencies, and cultural events.	10
Unit VI	Simulations: Simulated scenarios for negotiation, crisis management, and marketing campaigns.	10

Course Content:

Unit I: Introduction to Artist Management
This unit introduces students to the basic tenets and principles of Artist Management. It will define and familiarize students with concepts associated with it.
Unit II: Event Planning and Execution
This unit explores how events are planned and executed and as such take students from the conceptualization, preparation, execution, and feedback. This unit allows students to understand not only the basics but also familiarize them with challenges associated with planning and delivering an event successfully.
Unit III: Marketing and Promotion Strategies
This unit deals with effective marketing and promotion strategies. Students are introduced to fundamental concepts, case studies and strategic decision making associated with marketing and promotion.
Unit IV: Legal and Ethical Considerations
Every event and artist manager faces their fair share of legal and ethical questions; this unit caters to identifying and resolving legal and ethical issues.
Unit V: Field Visits- Visits to event venues, artist agencies, and cultural events.
The visits will provide students with an opportunity to get hands-on experience for the theoretical foundation laid in classroom discussions. They will be able to interact with people who are actively part of the industry and gain practical insights.
Unit VI: Simulations: Simulated scenarios for negotiation, crisis management, and marketing campaigns.

These exercises help students use their critical thinking skills and creative ability to test their theoretical understanding in a practical way. The simulations are an effective way for a student to work through a challenge based on real-life scenarios and get a keen sense of the problem-solving process.

7. Pedagogy:

The classes will be delivered as a combination of the following:

- Case Studies: Analysis of successful and challenging artist management and events in India.
- Practical Exercises: Creating event proposals, marketing plans, and artist contracts.
- Guest Lectures: Industry professionals sharing insights and experiences.

8. Mode of Evaluation:

Skill component – Final viva for 50% marks will be conducted by the institute at the end of each semester, continuing assessment will be conducted by the institute for 50% marks through the semester.

9. Reading List:

Essential Readings

1. Allen, P. (2022). Artist Management for the Music Business: Manage Your Career in Music: Manage the Music Careers of Others. United Kingdom: Taylor & Francis. https://www.google.co.in/books/edition/Artist_Management_for_the_Music_Business/3aNaEAAAQBAJ?hl=en&gbpv=0
2. The Art of Successful Event Management. (n.d.). India: Rupa & Company. https://www.google.co.in/books/edition/The_Art_Of_Successful_Event_Management/Mdx0PgAACAAJ?hl=en
3. Veal, A. J., Burton, C. (2014). Research Methods for Arts and Event Management. United Kingdom: Pearson Education Limited. https://www.google.co.in/books/edition/Research_Methods_for_Arts_and_Event_Mana/WgwenwEACAAJ?hl=en
4. Beeching, A. (2014). *Beyond Talent: Creating a Successful Career in Music*. Oxford University Press. https://www.amazon.in/Beyond-Talent-Creating-Successful-Career/dp/0195382595
5. Passman, D. S. (2015). *All You Need to Know About the Music Business* (10th ed.). Simon & Schuster. https://www.amazon.in/ALL-NEED-KNOW-ABOUT-MUSIC/dp/1501122185

Additional Readings/References:

1. Cardinale Gaudini, G. (2019). The Art of Event Planning: Pro Tips from an Industry Insider. United States: Gianna Gaudini , LLC. https://www.google.co.in/books/edition/The_Art_of_Event_Planning/XKBJzQEACAAJ?hl=en
2. Goldblatt, J. J. (1997). Special Events: The Art and Science of Modern Event Management. United States: International Thomson. https://www.google.co.in/books/edition/Special_Events/Z7wtyQEACAAJ?hl=en

3. Branson, R. (2012). *Managing Artists in Pop Music*. Bloomsbury Academic. https://www.amazon.in/Managing-Artists-Pop-Music-Second/dp/B01N6TRZDT
4. Rutter, P. (2016). The Music Industry Handbook. Routledge & CRC Press. https://www.routledge.com/The-Music-Industry-Handbook/Rutter/p/book/9781138910508
5. Weinert, T. (2019). Artist Management: Agility in the Creative and Cultural Industries. Springer. https://www.routledge.com/Artist-Management-Agility-in-the-Creative-and-Cultural-Industries/Morrow/p/book/9781138697669