COURSE OUTLINE		
TERM: SUMMER 2021	**COURSE NO:** AEM 349	
INSTRUCTOR:	**COURSE TITLE:** Advanced Fundamentals of Artist Development	
OFFICE: **LOCAL:** **E-MAIL:**	**SECTION NO(S):**	**CREDITS:** 1.5

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT
2 hours of instruction per week over 15 weeks.

COURSE PREREQUISITES/CO-REQUISITES
None

CALENDAR DESCRIPTION
Students will develop a thorough understanding of the concepts, principles and practices of artist development in arts and entertainment, including client selection, building a team, career management for artists, agent/managers' roles, revenue streams, self-managing an artistic career, and Indigenizing the artistic development environment. Through this, students will also engage with strategies to support artists while reflecting values of equity, diversity, and inclusion.

REQUIRED TEXTS AND/OR RESOURCES
Readings will be supplied by instructor on eLearn.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to the following:

- Create a career development plan for an artist or arts organization;

- Assemble and lead a team to develop the career of an artist or arts organization;

- Identify and access varied and diverse sources of revenue available to artists;

- Assess contracts and other documents related to intellectual property in the contemporary arts;

- Evaluate artist development practices in relation to diversity, equity and inclusion through a social justice lens.

COURSE CONTENT

WEEK	TOPIC
1 -	What is Artist Development? The Change of the Music Industry
2 -	A Case Study – Clive Davis "Soundtrack of Our Lives"
3 -	GUEST SPEAKER
4 -	History of Artist Management Current Managers
5 -	The Business of Entertainment
6 -	Creating the Team - DIY Home grown strategies for career development
7 -	**Midterm Exam**
8 -	Revenue Sources- licensing, streaming and sales
9 -	Alternate Revenue Streams for the Performing Artist (Strategic Partnerships)
10 -	GUEST SPEAKER
11 -	Contracts and Grants (FACTOR and Creative BC)
12 -	EDI in Artist Development
13 -	Indigenizing the Artist Development Environment GUEST SPEAKER
14 - 15	Final Exam Period

EVALUATION PROFILE

Assignments*	40 – 80%
Tests and Quizzes	0 – 30%
Presentations and Group Projects	0 – 20%
Professional Behaviour	0 – 10%
Total	**100%**

* No single assignment to be worth more than 35% of the grade.

Assignments:
The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and eLearn site for a more detailed breakdown.

Tests and Quizzes:
This course may include a combination of quizzes and tests (e.g. pop-quiz, final exam). The format will be determined by the instructor.

Presentations:
This course may include a presentation component, which may be an individual or group assignment (e.g. in-class debate, research presentation). Detailed instructions will be provided in class and on eLearn.

Professional Behaviour:
The Professional Behaviour grade requires attendance, a meaningful contribution to
class discussion, and support of a respectful, welcoming and inclusive environment for learning.

 GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A = 80-84	B = 70-72	C = 60-62	

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time
to complete their coursework. Such agreements are made only at the request of the student, who is
responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Late assignments will be deducted marks based on individual assignment rubrics. No assignments are accepted
after 10 days, or as indicated on the individual assignment rubric.

Missed Exams/Quizzes
Make-up exams, quizzes, and/or tests are given at the discretion of the instructor. They are generally given
only in medical emergencies or severe personal crises. Some activities may not be able to be accommodated.

Attendance
Regular attendance is essential. Students will be allowed to make up missed meetings or seminars only
under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a
close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors.
Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students must have access to electronic devices to participate in the online aspect of this course.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official
Capilano University email or eLearn; please check both regularly. Official communication between Capilano
University and students is delivered to students' Capilano University email addresses only. Please allow 2
business days for a response.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central
navigation point for all services can be found at: https://www.capilanou.ca/student-life/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:
https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.