

Musical Theatre Workshop
Course Syllabus
Developing Your Business

Sam Houston State University
Department of Theatre and Musical Theatre
THEA 3117.01
Tuesday 4-5 p.m.
PAC240

Instructor – Dr. Laura Avery
Office – PAC 284D
Office hours – by appt.
Phone – 936.294.3404
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COURSE DESCRIPTION:

This course is designed to be a business practicum. The topics covered are meant to inform students of the business aspects of being a professional performer, develop the necessary materials used in the business and solidify the skills required for a successful career in the performing arts.

CLASS OBJECTIVES:

1. To open dialogue regarding the business aspects of being a performing artist.
2. To further identify the skills needed to be successful in the business.
3. To prepare the singing actor for the challenges presented by sung text.
4. To establish a working knowledge of business terms and related documents.

ATTENDANCE POLICY:

Class participation is an important part of class, so it is imperative that you attend all classes. If you are absent from more than **two (2)** classes, your final grade will be reduced by **two (2)** points for **each** absence. Tardiness is unacceptable. If you are tardy **two (2)** times, that equals **one absence**. Excessive tardiness will result in a reduction of your final grade.

RULES OF CONDUCT:

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, talking among each other at inappropriate times, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy. Please talk to me prior to class if you would like to bring a visitor to class.

REQUIREMENTS:

Research Assignments: During the course of the semester, you will be asked to do light research in business related subjects. All assignments are due at the beginning of class on the day the assignment is due. Late work will not be accepted. A format will be provided that should be followed. For these assignments, you will be asked to email your work to me so that I may compile a comprehensive document to share with the class.

Personal Development Assignments: As part of this class, you will be developing materials for your personal use. You will be presenting your designs to the class. We will also be using the materials for the acquisition of employment. Be creative and intentional in your design.

Student Absences on Religious Holy Days Policy University policy states that if any student must be absent from class for the observance of a religious holy day, they must notify their instructor by the 12th calendar day after the first day of the semester.

Americans with Disabilities Act SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may adversely affect your work in this class, then I encourage you to register with the Services for Students with Disabilities (SSD) and to talk to me about how I can best help you. All disclosures of disabilities will be kept strictly confidential.

NOTE: no accommodation can be made until you register with:

SSD Office Location: Lee Drain Annex (next to the Farrington Building)

Telephone: 936-294-3512 / TDD: 936-294-3786

E-mail: disability@shsu.edu

Web Address: www.shsu.edu/disability

GRADE BREAKDOWN:

Personal Development Assignments (worth 10 each)	80
Personal Website	20
Class Participation	<u>20</u>
Total	120

SPRING 2017

MT Workshop: Developing Your Business

January

- 24 MT Majors meeting
- 31 Presentation of Syllabus
Trade Journals: Being a Business Owner
Where to Go to Stay In the Know

February

- 7 **Supplemental Employment: Between Engagements**
Creating and Marketing a Successful Outreach Program
Assignment: Create a Brochure for an Outreach Program
- 14 **Supplemental Employment: Between Engagements**
Teaching While Performing Professionally
Assignment: Create a Business Card and Ad Blurb for your private studio
- 21 **Networking Tips: Staying Informed**
Plugging Into the Network
Assignment: Create your Network Contact List and Follow-up Postcard
- 28 **Social Networking Tips: The Dos and Don'ts**
Getting Connecting Online

March

- 7 NO CLASS
- 14 SPRING BREAK- NO CLASS
- 21 **Strategic Planning Skills: It's Your Business, You'll Succeed if You Want To**
Planning for Your Future's Success
*Assignment: Create a SWOT Analysis of Your Product (YOU) and
Create a Business Plan Establishing 10 year, 5 year, 1 year, 6 month, and 1 month Goals*
- 28 **Ensuring Financial Success: Money Matters**
Self-Employment and Taxes
Assignment: Establish a Budget for Your Business and Personal Expenses

April

- 4 **Publicity Materials: Making A Good Impression**
Representing Yourself on Paper
Assignment: Write Your Professional Bio Using the Six Points
- 11 **Meet the Press: How to Handle an Interview**
- 18 NY Showcase Preview Performance
- 25 **Viral Marketing: Using the Internet**
Helping or Hurting Yourself Professionally
Assignment: Designing Your Own Website

May

- 2 NO CLASS