Music Business Internship Syllabus • Spring Semester 2005

Course Number: 4865 (3 credit hours) 
Instructor: Dr. Kevin Hibbard 
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Course Description: Practical marketing and management internship experience with an arts organization for selected junior and senior students.

Objectives:
1. An insider's view of how a state-of-the-art recording studio is operated and managed
2. An understanding of the basic propriety and behavior that is expected when dealing with industry professionals
3. An understanding of the processes involved in a typical recording session.
4. Basic and advanced techniques of mixing, mastering, editing.

Text: Selected readings about professional practices and procedures used in the recording industry.

Assignments and projects:
1. Work at Allgood Productions, 120 Interstate N. Parkway East, Suite 164, Atlanta, GA 30339 (contact: Bill Allgood, phone 770-956-9698, URL: http://allgood.net). Intern is required to work at this site 20 hours per week for 15 weeks (Jan. 10 – April 28, less one week of break t.b.d.)
2. Keep a journal of the internship experience that includes specific understanding gain from the experience and unanswered questions yet to be addressed.
3. Complete readings from a self-developed list. Read current and back issues of The Electronic Musician.
4. Write a formal paper or compile a portfolio that documents all topics of learning during the internship.
5. Give an oral presentation of the formal paper or portfolio in a campus setting.
6. Utilize newly acquired knowledge and skills by evaluating the Department of Music recording facility, equipment, and practices, and make suggestions for improvement.

Grading:
1. Journal assignments to be submitted tri-weekly (20% of grade). [Jan. 28, Feb. 18, Mar. 11, Apr. 8 & 29]
2. Selected readings (development of an annotated list with bibliographic listings, summary and reaction essay of one article, submitted tri-weekly (20% of grade).
3. Formal paper or portfolio due May 1, 2005 (20% of grade).
4. Oral presentation to be arranged the week of May 1 (20% of grade).
5. Evaluation of the application of newly acquired knowledge and skills will be done throughout the semester (20% of grade).
6. Full attendance and punctuality is required. Failure to comply will result in lowering the final grade by two letters (i.e., an "A" would be lowered to a "C").

Signatures:

Student: ___________________________ Date: ________________

Work Site Supervisor: ___________________________ Date: ________________

Faculty Member: ___________________________ Date: ________________