



Duration:	12 weeks
Course:	Artist Management 3
Instructor:	Bob Roper

Course Objective: To utilize the principles of Artist Management and to complete the goals set out by Student Companies in AMP2. These goals should include the completion of Press Kit packages, Demo Recordings, Record and Publishing company solicitations, and Industry Showcases.

Bio: President, The Bob Roper Company, an Entertainment Consultancy firm that specializes in both personal and tour management.

Week	Topic
1	Review, Activity Review, "The Event Strategy"
2	Activity Review, "Creating A Personal Balance Sheet"
3	Activity Review, "Backward Thinking"
4	Guest Lecture
5	Activity Review, "Your Life Is Not Your Career"
6	Activity Review, "Optimism & Enthusiasm", Logbooks
7	Internship Discussion, "Life Is A Contact Sport"
8	Activity Review, "Life Is An Opportunity"
9	Activity Review, "Absolute Honesty Is The Best Gimmick"
10	Activity Review, "Timing Is Everything"
11	Activity Review, "The Power of Giving"
12	Final Oral Presentations 4- Conclusion (Logbooks due)

Evaluation

AMP 3 Achievement Outline	10%
Attendance & Participation	20%
Letter of Intent	10%
Press Kit	20%
Log Book	20%
Oral Presentation	20%
Total	100%