



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

Course Objective: To provide a basic understanding of building a new business structure for an Artist and provide steps for success in Artist Management

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

Week	Topic
1	Personal Management Overview
2	The Contract
3	Project Management
4	Legal Aspects I Business Management
5	Recording / Record Companies
6	Touring / Agents & Promoters
7	Marketing
8	Care & Feeding of the Creative
9	Merchandising, Endorsements, Sponsorship
10	Guest Lecture
11	Guest Lecture
12	Open Forum

Evaluation

Assignment #1	35%
Assignment #2	50%
Attendance / Participation	15%
Total	100%