



Duration:	12 weeks
Course:	Production Planning
Instructor:	Fergus Hambleton

Course Objective: To find and record an original musical artist and prepare a marketing/ promotion plan. The students will be formed into production companies for the duration of the project and are required to deliver a weekly report. There are 2 required written essays and a final in-class presentation.

Bio:

Week	Topic
1	Introduction to course. Production styles Assignment: Essay on Personal Goals
2	Formation of production companies / Contracts
3	Pre-production strategies
4	Writing promotional materials press releases, bios, etc.
5	Songwriting and arranging for producers: copyright, licensing
6	Internet strategies
7	Marketing plan overview
8	Sponsorship and promotions
9	History of production, technology and production
10	Mixing and mastering
11	Assignment: Personal Essay #2
12	Presentations

Evaluation

Attendance	25%
Class Participation	25%
Class Project or Test	20%
Final Exam	30%
Total	100%