



Duration:	<b>12 weeks</b>
Course:	<b>Artist Management</b>
Instructor:	<b>Demetrius Nath</b>

**Bio:** Demetrius is the founder of the not-for-profit initiative Mississauga Music, showcasing the best from Mississauga's music community. Curating & organizing Mississauga Music Awards & Week working alongside community partners such as the City of Mississauga, Mississauga Arts Council, Metalworks Studios, The Rec Room & others.

Week	Topic
1	<b>Introduction to Artist Management</b> (Job Description, Traits, Notable Canadian & International managers)
2	<b>The Business of Management</b> (Registration, Accounting, Artist Balance Sheet, Building a Team)
3	<b>Project Management</b> (Career Strategy/Plan, Timelines, Grants, Product & Release, Managing Revenue Streams)
4	<b>Legal Aspects</b> (Business Management, Crisis Management)
5	<b>Record Companies &amp; Contracts</b> (Do You Need a Record Label? Record Deals past & present, Types of Deals, Important Contract Clauses)
6	<b>Touring / Agents &amp; Promoters</b> (Tour/Production/Road/Technical Manager roles, Live Performance Priorities, Keys to Successful Touring, Production Budget Sheet)
7	<b>Marketing</b> (Using Radio, TV, Press, Online tools)
8	<b>Merchandising, Endorsements, Sponsorships</b> (Demand VS Supply, The Right Fit, What You Have To Offer In Return)
9	<b>Leadership in Management roles</b> (Nature of Leadership within Management, Traits & Behaviors, Classic Leadership Styles, Music Business Leaders)
10	<b>Guest Lecture</b>
11	<b>Guest Lecture</b>
12	<b>Open Forum</b>

### Evaluation

Assignment 1	40%	Researching the manager/management team behind your favorite artist—what do you find inspirational? How did they do what they did?
Assignment 2	40%	Creating a sample management contract you would sign an artist to
Attendance & Participation	25%	