

MUSC 179: CONCERT PROMOTION TOURING

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	4
Total Contact Hours:	144
Lecture Hours :	36
Lab Hours:	108
Hours Arranged:	0
Outside of Class Hours:	72
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

A study of concert promotion touring emphasizing and analyzing "the product options" and support of "the product". 36 lecture hours, 108 lab hours.

Course Objectives

- understand and successfully demonstrate elements of concert planning such as theme selection, music choices, staging and lighting techniques, performance and ensemble/talent support, crew development and techniques, equipment functions, attire choices, time line comprehension and training.
- understand and successfully demonstrate elements of concert promotion such as budget concepts, crew/support techniques, time line comprehension, demographics and their tendencies and training.
- understand and successfully demonstrate elements of concert touring such as planning and travel techniques, budget comprehension, talent and crew techniques and itinerary concepts and techniques

Major Course Content

1. Development of concert promotion concepts and techniques
2. Development of concert touring concepts and techniques
3. Development of concert production concepts and techniques

Lab Content

1. Concert production concepts and techniques: Theme options, music options, staging options and techniques, lighting concepts, performance ensemble/talent criteria, selection and support, crew/production member selection and training, equipment options and implications, attire concepts, time line analysis, training
2. Promotion concepts and techniques: Various promotion methods, budget analysis, promotion crew specifics, time line analysis, demographic analysis, training
3. Touring concepts and techniques: Various touring methods, travel options, budget analysis, talent and crew maintenance, itinerary concepts, planning

Suggested Reading Other Than Required Textbook

Reading periodicals regarding live performances

Examples of Required Writing Assignments

Written essays analyzing and evaluating live performances

Examples of Outside Assignments

Studying live performances before, during and after the performance

Instruction Type(s)

Lecture, Lab, Online Education Lecture, Online Education Lab