

**MISSION**

Our mission is to ensure participants requiring or wanting to either improve or gain relevant work skills can do so through our training program. We desire to take someone with little or no technical and managerial skills and help them get the practical training that will be useful to a current or potential employer or your own business. The skills we teach are transferrable to any industry, be that of private or public sector. The creative enterprise aspect, provides a social balance for merging the technical and the cultural arts worlds of music, production and entrepreneurship together-which include the usage of technology tools.

**TRAINING GOAL**

The primary goal and purpose of the PTMA Training and Technical Assistant Project is to conduct training activities which will promote the awareness, knowledge and interest of our specific courses to a relevant (or desired) profession. Daily classes, one-on-one technical assistance and workshop are delivered by our Subject Matter Experts with years of applicable experience.

**THE OBJECTIVES OF THE COURSES**

**Organizational Management:** The process of organizing, planning, leading and controlling resources within an entity with the overall aim of achieving its objectives. The organizational management of a business needs to be able to make decisions and resolve issues in order to be both effective and beneficial. Reference: business dictionary.

4.11 Organizational Management Coverage: **Executive Leadership**

Objective: This training class and/or one-on-one technical assistance focuses on working how to gain the leadership skills in which to effectively influence company policy, improve leadership performance and excel in their businesses or future businesses.

**Topics:** Relating Thoughts and Attitudes; Leading with Support; Increasing Executive Performance and Measuring the Outcome; Conflict Resolution; Project Management (overview); Strategic Financial Management; Strategic Marketing; and Managing Change.

**PTM Productions**

Catalog of Courses

**Training Schedule**

Daily Training Courses from 9am-5pm

Workshops from 8am-4pm

**Current Training Sites**  
**Huntsville, Madison and Athens**  
**Alabama**

**THE OBJECTIVES OF THE COURSES (continuation)**

4.12 Organizational Management Coverage: **Program Coordination**

Objective: This training class and/or one-on-one technical assistance is designed to assist on how to work with staff members, budgets and procedures to ensure the implementation and success of programs.

**Topics:** Understand staff members' workloads and hours; How to coordinate their schedules and plan their time off; How to work with other organizations in the service area and form collaborative partnerships; How to market and spread information about different organizations; How to work with the underserve populations; How to implement new programs; How to raise necessary funds; How to track billing payments as well as monitoring program budget limitations; and How to make sure the program plans stay within time constraint.

4.13 Organizational Management Coverage: **Account Management**

Objective: This training class and/or one-on-one technical assistance is for learning how to ensure a good relationship exists between an organization and its clients for which to manage their accounts.

**Topics:** To work with the sales department in determining an organization's needs and goals while planning projects; To evaluate sales reports and current marketing and buying trends and incorporate those into a sales campaign; To find new markets or suppliers; How to advise on financial transactions; How to establish a timekeeping system; How to create invoices and credit memos; How to track customers and sales (customers, estimating, sales receipts, retail sales, customer payments, and statements); How to work with journal entries; How to process payroll transactions; How to track vendors and expenses (vendors, bills, bill payment stubs, checks, check credit memos); How to manage bank account transactions; and How to create reports and budgets.

**THE OBJECTIVES OF THE COURSES (continuation)**

4.14 Organizational Management Coverage: **Project Management**

Objective: This training class and/or one-on-one technical assistance deals with understanding the principles, techniques and tools used in planning, controlling, monitoring and reviewing of projects. Participants will learn that a sound project plan can mean the difference between success and failure.

**Topics:** Planning and organizing; Establishing a schedule and plan; Enforcing and encouraging teamwork; Maximizing resources; Managing integration/file sharing/collaboration/discussion; Controlling cost; Managing change; Managing quality; Retaining and using knowledge; and Learning from failure.

4.15 Organizational Management Coverage: **Communication Skills**

Objective: This training class and/or one-on-one technical assistance focuses on the participant's ability to convey information to another effectively and efficiently. Business leaders, managers and supervisors with good verbal, non verbal and written communication skills help facilitate the sharing of information between people within (and outside) an organization for its viable benefit.

**Topics:** Basic meeting procedure; Speech preparation; Courtesy speeches; Microphone techniques; Oral readings; Polishing speaking skills; Listening skills; Parliamentary procedures; Use of visual aid; Resume and cover letter development, Interview preparation and mock interviews, Career coaching, Social skills and Evaluation.

**Information Technology:** Is a set of tools, processes and methodologies (such as security management, coding or programming, data communications, data conversion, storage and retrieval, systems analysis and design, systems control) and associated equipment employed to collect, process and present information. Reference: business dictionary.

**THE OBJECTIVES OF THE COURSES (continuation)**

**THE OBJECTIVES OF THE COURSES (continuation)**

4.16 Information Technology Coverage: **Computer Skills**

Objective: This training class and/or one-on-one technical assistance is designed to train on how to maintain and manage computer-based systems, including networks, databases, social and professional media applications and office applications.

**Topics:** How to use Microsoft or Google office applications; How to use social media to promote business; How to set up new computer network systems; How to ensure that the computer network system (configuration, basic security, Wi-Fi) is effective for an organization's needs; How to meet with executives to go over current issues and develop solutions; How to maintain, troubleshoot and install computers; How to test software, run diagnostic tests, evaluate needs and implement new information systems to confirm that information systems are operating properly; and How to create social and professional media outlets.

**Business Intelligence, Data Analytics and Visualization**

Business Intelligence entails computer-based techniques used in spotting, digging-out and analyzing 'hard' business data, such as sales revenue by products or departments or associated costs and incomes. Data Analytics is a useful tool for suggesting conclusions and supporting decision-making. While, Data Visualization is ideal for providing a visual of how significant the data is to an organization, its clients and business associates. Reference: business dictionary.

4.17 Information Technology Coverage: **Cyber Security and Cyber Infrastructure**

Objective: This training class and/or one-on-one technical assistance is designed to train on the technologies, processes and practices designed to protect networks, computers, programs and data from attack, damage or unauthorized access.

**Topics:** Managing secure passwords; Malware software; Identity protection; Data Breaches; Safe computing; Social Media/Phishing/Mobile Scams; Network platform; Data/Information/Environment Management.

4.18 **Business Intelligence** Coverage

Objective and **Topics:** This training class and/or one-on-one technical assistance is to impart knowledge and understanding of an organization's; internal and external strengths and weaknesses, the relationship between different data for better decision making, the detection of opportunities for innovation and the cost reduction and optimal deployment of resources.

4.19 **Data Analytics** Coverage

Objective and **Topics:** This training class and/or one-on-one technical assistance focuses on the process of data analysis (data requirements, collection, processing, cleaning, exploratory data analysis, modeling and algorithms, data product and communication). The training will also cover the techniques for analyzing quantitative and quality data.

4.20 **Data Visualization** Coverage

Objective and **Topics:** This training class and/or one-on-one technical assistance focuses on how the participant can communicate and present information clearly and efficiently via statistical graphics, plots and information graphics, to its organization and its organization's clients.

**THE OBJECTIVES OF THE COURSES (continuation)**

**Instructional and Digital Media Design**

Instructional Design is a systematic process that is employed to develop education and training programs in a consistent and reliable fashion. While Digital Media Design training focuses on digital images, visual, such as storyboards, media content for cinema, television, video games, moving graphics, computer interfaces, sensors and virtual reality for various media outlets and industries.

4.21 **Instructional Design** Coverage

Objective and **Topics:** This training class and/or one-on-one assistance is designed to assist on how to integrate technologies, using computers, and various software applications (i.e., Adobe, PowerPoint, Office Applications, Google Suite and SharePoint) into educational settings, for the classroom and virtual learning.

4.22 **Digital Media Design** Coverage

Objective and **Topics:** This training class and/or one-on-one assistance deals with designing the basic components of social, professional and business media for the purpose of marketing and networking through the designing of web, social platforms, logos, print, digital and web development.-to include tools web platform-WordPress, information and graphic applications, and on how to setup and maintain new domains (cpanels), hosting and emails-as an administrator.

**Entertainment Production**

The Entertainment Production industry consists of companies engaged in motion picture, television syndicate, teleproduction, music and music video production, recording studio, theater and animated cartoon production. The industry also includes production services, such as editing, special effects contracting, video conversion and distribution services. Reference: Markets on NY Times.

**THE OBJECTIVES OF THE COURSES (continuation)**

4.23 Entertainment Production Coverage: **Music Production and Recording**

Objective: This training class and /or one-on-one assistance is designed to assist in obtaining knowledge about audio, video engineering and the aspects of recording and producing music.

**Topics:** Music technology; Recording techniques/tools/systems; songwriting; Recording; Mixing; Soundboard operations; Mastering sessions; Music basics; Performance experiences; Showcasing; Tonal quality; Musical styles; Musicianship; Equipment management; Supply and Distribution; How to cast/audition; Develop, manage, market and distribute entertainment and media products through sectors such as music, film scoring, video and TV/WebTV/radio.

4.24 Entertainment Production: **General Music Education**

Objective: Regardless of the instrument (woodwind, brass, percussion, strings, keyboards or vocals), this training and/or one on one technical assistance cover music fundamentals, studying, practice, performance, playing, sight-reading techniques, musicology and music appreciation.

**Topics:** How to detect tone/pitch/harmony; Music fundamentals; Various genres of music; Performance techniques; Music theory/history/appreciation and musical form; What it takes to specialize in a particular instrument and music composition; Transposing from instrument part to another-to include vocals; Sight-reading techniques for vocalists and instrumentalists; Professional development.; and Studio musicians/chamber music/solo recitals/ensemble and orchestra performances.

**THE OBJECTIVES OF THE COURSES (continuation)**

4.25 Entertainment Production Coverage: **Entrepreneurship-Business Management**

Objective: This training class and/or one-on-one assistance is designed to assist in obtaining the knowledge about the business aspect of the entertainment industry.

**Topics:** Overview of: General Accounting Principles; General Business Tax Laws; Types of Business Structures, Banking and Lending; Project Budget; Scheduling; Marketing; Staffing; Media business/distribution; Develop business plans and how to effectively deploy them; Develop Milestone Schedules; Incorporation; Business Licenses; Types of Business Insurances; Registrations; Certifications; Licensing, Copyright, Labeling, Contracts, Partnerships and Studio/Site/Office Management.

Term schedules to follow...

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<b>Technical, Management &amp; Creative Enterprise Courses</b>	<b>Day</b>	<b>Time</b>	<b># of Hrs</b>
<b>Organizational Management</b>	<b>Mon</b>	<b>9am-5:00pm</b>	<b>56</b>
• Executive Leadership	Mon	9am-11:50am	24
• Program Coordination	Mon	1pm-2:50pm	16
• Accounts Management	Mon	3pm-4:50pm	16
<b>Information Technology</b>	<b>Tues</b>	<b>9am-5:00pm</b>	<b>56</b>
• Computer Skills	Tues	9am-11:50am	24
• Office and Other Software Applications	Tues	1pm-3:50pm	24
• Communication Skills	Tues	4pm-4:50am	8
<b>Entrepreneurship-Business Management</b>	<b>Wed</b>	<b>9am-11:50am</b>	<b>24</b>
• Incorporation-Legal and Tax Structure	Wed	9am-9:50am	8
• Licenses, Insurances	Wed	10am-10:50am	8
• Business Plans, Milestone Schedules	Wed	11am-11:50am	8
<b>Music Production and Recording</b>	<b>Wed</b>	<b>1pm-5:00pm</b>	<b>32</b>
• Music Composition and Producing	Wed	1pm-1:50pm	8
• Master board and Pro Tools Software	Wed	2pm-2:50pm	8
• Editing and Mixing- Audio & Video Engr	Wed	3pm-3:50pm	8
• Vocal, Instrument and Microphone Applications	Wed	4pm-4:50pm	8
<b>General Music Education</b>	<b>Thur</b>	<b>9am-5:00pm</b>	<b>56</b>
• Music Theory and Musicology	Thur	9am-9:50am	8
• Composing and Transposing	Thur	10am-11:50am	16
• Vocal Introductions and Singing Techniques	Thur	1pm-2:50pm	16
• Instrument Introductions and Playing Techniques	Thur	3pm-4:50pm	16
<b>Instructional and Media Design</b>	<b>Fri</b>	<b>9am-5:00pm</b>	<b>56</b>
• Instructional Design	Fri	9am-11:50am	24
• Media Design	Fri	1pm-4:50pm	32

**Winter 2020 Term**  
**January 13, 2020-March 7, 2020**

<b>Technical &amp; Management Courses</b>	<b>Day</b>	<b>Time</b>	<b># of Hrs</b>
<b>Digital Media Design</b>	<b>Mon</b>	<b>9am-5:00pm</b>	<b>56</b>
• Web Development, Social Media Platforms	Mon	9am-11:50am	24
• HTML, Software, Administrator, cPanels, Hosting & Domains	Mon	1pm-2:50pm	16
• Branding & Marketing, Print and Digital Applications,	Mon	3pm-4:50pm	16
<b>Information Technology</b>	<b>Wed</b>	<b>9am-5:00pm</b>	<b>56</b>
• Cybersecurity and Cyberinfrastructure	Wed	9am-2:50am	40
• Business Intelligence/Data Analytics/ Visualizations	Wed	3pm-4:50pm	16
<b>Organizational Management</b>	<b>Fri</b>	<b>9am-1:00pm</b>	<b>32</b>
• Organizations & Project Management	Fri	9am-11:50am	24
• Professional Communication Skills	Fri	12-12:50pm	8
<b>Creative Enterprise Courses</b>	<b>Day</b>	<b>Time</b>	<b># of Hrs</b>
<b>Music Production and Recording</b>	<b>Tues</b>	<b>9am-5:00pm</b>	<b>56</b>
• Music Composition and Producing	Tues	9am-9:50am	8
• Master board and Pro Tools Software	Tues	10am-11:50am	16
• Editing and Mixing- Audio & Video Engr	Tues	1pm-2:50pm	16
•Vocal, Instrument and Microphone Apps	Tues	3pm-4:50pm	16
<b>General Music Education</b>	<b>Thur</b>	<b>9am-5:00pm</b>	<b>56</b>
• Music Theory and Musicology	Thur	9am-9:50am	8
• Composing and Transposing	Thur	10am-11:50am	16
• Vocal Introductions and Singing Techniques	Thur	1pm-2:50pm	16
• Instrument Intros & Playing Techniques	Thur	3pm-4:50pm	16
<b>Entrepreneurship-Business Management</b>	<b>Fri</b>	<b>1pm-5:00pm</b>	<b>32</b>
• Incorporation-Legal and Tax Structure	Fri	1pm-1:50pm	8
• Registrations, Certifications, Licenses, Insurances	Fri	2pm-2:50pm	8
• Business Plans, Budgets/Schedules	Fri	3pm-3:50pm	8
• Overview: Accounting, Tax and Banking	Fri	4pm-4:50pm	8

**Spring 2020 Term**  
**March 23, 2020-May 16, 2020**

<b>Technical, Management &amp; Creative Enterprise Courses</b>	<b>Day</b>	<b>Time</b>	<b># of Hrs</b>
<b>Instructional Design</b>	<b>Mon</b>	<b>9am-5:00pm</b>	<b>56</b>
• Executive Leadership	Mon	9am-11:50am	24
• Program Coordination	Mon	1pm-2:50pm	16
• Accounts Management	Mon	3pm-4:50pm	16
<b>Information Technology</b>	<b>Tues</b>	<b>9am-5:00pm</b>	<b>56</b>
• Computer Skills	Tues	9am-11:50am	24
• Office and Other Software Applications	Tues	1pm-3:50pm	24
• Communication Skills	Tues	4pm-4:50am	8
<b>Entrepreneurship-Business Management</b>	<b>Wed</b>	<b>9am-11:50am</b>	<b>24</b>
• Incorporation-Legal and Tax Structure	Wed	9am-9:50am	8
• Licenses, Insurances	Wed	10am-10:50am	8
• Business Plans, Milestone Schedules	Wed	11am-11:50am	8
<b>Music Production and Recording</b>	<b>Wed</b>	<b>1pm-5:00pm</b>	<b>32</b>
• Music Composition and Producing	Wed	1pm-1:50pm	8
• Master board and Pro Tools Software	Wed	2pm-2:50pm	8
• Editing and Mixing- Audio & Video Engr	Wed	3pm-3:50pm	8
•Vocal, Instrument and Microphone Applications	Wed	4pm-4:50pm	8
<b>General Music Education</b>	<b>Thur</b>	<b>9am-5:00pm</b>	<b>56</b>
• Music Theory and Musicology	Thur	9am-9:50am	8
• Composing and Transposing	Thur	10am-11:50am	16
• Vocal Introductions and Singing Techniques	Thur	1pm-2:50pm	16
• Instrument Introductions and Playing Techniques	Thur	3pm-4:50pm	16
<b>Instructional and Media Design</b>	<b>Fri</b>	<b>9am-5:00pm</b>	<b>56</b>
• Instructional Design	Fri	9am-11:50am	24
•Media Design	Fri	1pm-4:50pm	32

**Summer 2020 Term**  
**June 1, 2020-July 25, 2020**

**1 or 2 Day Workshops**

<b>Technical &amp; Management Courses</b>	<b>Day</b>	<b>Time</b>	<b># of Hrs</b>
<b>Digital Media Design</b>	<b>Mon</b>	<b>9am-5:00pm</b>	<b>56</b>
• Web Development	Mon	9am-11:50am	24
• HTML and Software Tools	Mon	1pm-3:50pm	24
• Print and Digital Applications	Mon	4pm-4:50pm	8
<b>Information Technology</b>	<b>Wed</b>	<b>9am-5:00pm</b>	<b>56</b>
• Cybersecurity and Cyberinfrastructure	Wed	9am-2:50am	40
• Business Intelligence/Data Analytics/Visualizations	Wed	3pm-4:50pm	16
<b>Organizational Management</b>	<b>Fri</b>	<b>9am-1:00pm</b>	<b>32</b>
• Project Management	Fri	9am-11:50am	24
• Professional Communication Skills	Fri	12pm-12:50pm	8
<b>Creative Enterprise Courses</b>	<b>Day</b>	<b>Time</b>	<b># of Hrs</b>
<b>Music Production and Recording</b>	<b>Tues</b>	<b>9am-5:00pm</b>	<b>56</b>
• Music Composition and Producing	Tues	9am-9:50am	8
• Master board and Pro Tools Software	Tues	10am-11:50am	16
• Editing and Mixing- Audio & Video Engineering	Tues	1pm-2:50pm	16
• Vocal, Instrument and Microphone Applications	Tues	3pm-4:50pm	16
<b>General Music Education</b>	<b>Thur</b>	<b>9am-5:00pm</b>	<b>56</b>
• Music Theory and Musicology	Thur	9am-9:50am	8
• Composing and Transposing	Thur	10am-11:50am	16
• Vocal Introductions and Singing Techniques	Thur	1pm-2:50pm	16
• Instrument Introductions and Playing Techniques	Thur	3pm-4:50pm	16
<b>Entrepreneurship-Business Management</b>	<b>Fri</b>	<b>1pm-5:00pm</b>	<b>32</b>
• Incorporation-Legal and Tax Structure	Fri	1pm-1:50pm	8
• Registrations, Certifications, Licenses, Insurances	Fri	2pm-2:50pm	8
• Business Plans, Budgets/Schedules	Fri	3pm-3:50pm	8
• Accounting, Tax and Banking	Fri	4pm-4:50pm	8

**2020 (Dates TBD)**

**Financial and Management Literacy Series**

- Project and Time Management
- Money Management and Budget Projections
- Financial News, Wall Street Operations, Stock Markets and Data Analyses
- Types of Investment Plans and Retirement Funds
- General Accounting Principles for Bookkeeping and Payroll
- Business Taxes (Local, State and Federal)
- Business Banking Transactions, Lending and Calculations
- Estate and Succession Planning (Administration, Wills and Trusts)
- Credit Relevancy (Establishment, Protection and Repair Solutions)

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## Notes

**Note 1:** For the Business Technical & Management Training Track, at least one class from this track along with at least a morning or afternoon Friday Management class (from either track), must be taken for enrollment. A total class room hours will range from 88-144.

**Note 2:** For the Creative Enterprise Training Track, at least one class from this track along with at least a morning or afternoon Friday Management class (from either track), must be taken for enrollment. A total class room hours will range from 88-144.

**Note 3:** Workshops can be customized and delivered based on the needs of the participant and/or organization. The 1-2 day workshops are from 8am-4pm and can delivered on or off site.

**Note 4:** Some training schedule dates may change. Notifications will be announced in advance.

**Note 5:** PTM Academy is a non profit organization.

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## ABOUT OUR COURSES

By special requests or arrangements, courses may be offered on-site.

Classes are subject to change. We reserve the right to postpone or cancel a course. In that event, you can transfer to the next course, training term or receive a credit.

For more information or to request a fully detailed curriculum, contact us at 256-658-5109. Our website: [www.ptmproductions.com/ptma](http://www.ptmproductions.com/ptma) is also available for viewing courses, descriptions and workshops.

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## ABOUT REGISTRATION

Please fill out the registration form on the last two pages of this catalog.

Upon receipt of your Registration Form and review, we will send you an official Enrollment Letter stating that you are accepted in the PTM Academy Certificate Training Program.

We look forward to your enrollment!

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## REGISTRATION FORM

PTMA TRAINING AND TECHNICAL ASSISTANCE

### Personal Information

Last and First Name: \_\_\_\_\_

### Current Legal Residence

Street Address, (Apartment), County, City and State: \_\_\_\_\_

### Current Contact Information

E-mail Address: \_\_\_\_\_ Contact Number (s): \_\_\_\_\_

Are you a legal resident of Alabama?      Yes      No

### Birth and Gender

Year of Birth: \_\_\_\_\_ Gender:      Male      Female

### Emergency Contact

Name and contact number of person and their relationship to you, in case of emergency

\_\_\_\_\_

### Education (use additional pages if necessary)

#### High School or GED

Name of School/City and State: \_\_\_\_\_

Year of Graduation or GED Exam: \_\_\_\_\_

Vo-Tech / AVTS / Career Center Name/City and State: \_\_\_\_\_

Year of Graduation: \_\_\_\_\_

#### College or University

Name of School/City and State: \_\_\_\_\_

Year of Graduation: \_\_\_\_\_ Degree, if earned: \_\_\_\_\_

### Desired Training Area (s):

Select your desired training area (s):

Organizational Management	
Instructional and Media Design	
Information Technology	
Business Management	
Production and Recording	
General Music Education	
Workshop (specify)	

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## REGISTRATION FORM

### Nationality/Race/Ethnicity

Please complete this information in accordance with federal and state reporting requirements. Information will be kept confidential:  
American Indian/Alaskan Native; Hispanic; Asian/Pacific Islander; Black (Non-Hispanic); White (Non-Hispanic); Nonresident Alien

### Purpose

The data will be used for marketing purposes. What are your primary goals in attending the PTMA Training and Technical Assistance Program? (Check all that apply.)

- a. Preparing for a job
- b. Retraining for a new career
- c. Upgrading current skills to advance career field
- d. Personal Interest

As you became familiar with the PTMA Training overview, which of these features impressed you? (Check all that apply.)

- a. Small classes
- b. Access to technology
- c. Facilities, equipment
- d. Computer-to-trainee ratio
- e. Class days, hours and length of training program
- f. Classes taught by Subject Matter Experts
- g. Other, please specify \_\_\_\_\_

How did you first learn about the PTMA Training and Technical Assistance Project? (Check all that apply.)

- a. Friend who attended PTMA
- b. Program Director or PTMA faculty
- c. Employment/Career Counselor/Facilitator
- d. Parent
- e. PTMA admissions recruiter
- f. Internet search for training programs
- g. Advertisement for the PTMA: Radio Television Newspaper Magazine Internet Word of Mouth

Affidavit & Submission

By typing my name below, I certify that the above statements are correct and that I have answered all required questions. I understand that any falsification of the above information may invalidate my application.  
Full name of applicant and date:

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## Correspondence:

Send all hardcopy correspondence and/or registration forms to:

PTMA  
P.O. Box 406  
Meridianville, Alabama 35759  
If you prefer to email, please email:  
[info@ptmproductions.com](mailto:info@ptmproductions.com)