The Musical Entrepreneur-Spring 2018
MUCE-5000

Mondays-Wednesdays from 12pm-1:20pm MUSI 2006

Instructor: Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● Office: MUSI 260B

Office Hours: Mondays from 10am-12pm | Wednesdays from 10am-11am
(by appointment please)

Overview:
This course will provide students with a hands-on experience in planning and launching a musical venture. Upon completion of this course, students will have compiled a professional portfolio, created or improved their own websites, and will have implemented a plan of action for a music business plan based on their specific interests and needs. Students may also be referred to other UNT faculty and alumni for more information and potential networking opportunities to support their ventures. Through readings, lectures, case studies, assignments, classroom and guest presentations, students will become acquainted with the entrepreneurial strategies and diverse trends used to embark in professional music careers.

Materials needed:
- No textbook is required for this course. Various career development and music entrepreneurship articles and videos will be assigned throughout the semester. Students must follow the syllabus weekly schedule (see below) for details on specific reading and video assignments.
- On class presentation days, please bring a laptop to class. You will leave feedback on the Blackboard Discussion Board for each classmate while they are presenting. If you do not have a laptop, you can use your student ID to sign one out in the CoM computer lab.

Required attendance to bi-weekly Music Entrepreneurship Departmental:
Students enrolled in this class will be required to attend the bi-weekly departmental meetings on Wednesdays from 11-11:50am in the Recital Hall (MUSI 301) on the following dates:
- January 24
- February 7
- February 21
- March 7
- March 21
- April 4
- April 18

Online enrollment requirements:
To access certain course content, students need to self-enroll in Blackboard. Follow the steps below:

1.  Click on the Organization tab after you log in
2.  Go to Browse Organization Catalog

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3. Search for the organization by name: music entrepreneurship
4. Click on the action link button next UNT_MUSI_Entrepreneurship
5. Click Enroll
6. Click Submit

**Coro by iCadenza**

Coro is a music entrepreneurship educational platform providing online video micro-courses, weekly coaching labs, and access to a Facebook community. We will be using this resource extensively in this class. UNT students have on-campus access to this platform by going to coro.icadenza.com

To access Coro off-campus, students need to sign up for Coro by iCadenza:
https://coro.icadenza.com/unt-registration/

**Lynda.com**: Sign in to “organizational portal” with unt.edu, then use your UNT ID to login

**Music Entrepreneurship Carrel (458) on reserve in the music library**
https://iii.library.unt.edu/search/p?SEARCH=claure

This link refers you to the music entrepreneurship carrel available in the music library. It contains a variety of books and resources related to career development and music entrepreneurship

**Eastmann Case Studies**
Available online through our music library. You need to login to access the studies using your EUID.
https://digital.library.unt.edu/search/?fq=str_title_serial:%22The%20Eastman%20case%20studies%22

**Recommended books:**
*Beyond Talent (second edition)* by Angela Myles Beeching
*The Savoy Musician* and *The Savoy Music Teacher* by David Cutler

**Online resources:**
I highly recommend you sign up for the following blogs:

- Angela Beeching’s “Monday Bytes” weekly emails. Sign up at: http://angelabeeching.com/blog/
- Icadenza Blog: https://icadenza.com/blog/
- Astrid Baumgardner: http://www.astridbaumgardner.com/category/blog-and-resources/blog/
- http://aristake.com

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Additional online resources:
- The 21 CM Introduction to Music Entrepreneurship by Mark Rabideau
- Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
- http://www.bobbyborg.com/advice/articles
- http://21cm.org/category/21cm-u/
- https://themarketedmusician.com/
- UNT Music Entrepreneurship Website: www.career.music.unt.edu
- UNT Music Entrepreneurship Competition: http://career.music.unt.edu/competitions/entrepreneurship
- Follow our entrepreneurship program’s Facebook page at: www.facebook.com/UNTCareerDevelopmentMusic
- Follow our entrepreneurship program’s Instagram account: https://www.instagram.com/untmusiccareer/
- Subscribe to our entrepreneurship program’s YouTube account: https://www.youtube.com/channel/UCaNf3UU2kURHASx5uLon42g

Course Projects:

Music Business Plan:
This will consist of a business plan for an entrepreneurial project—such as a CD, a book of compositions/arrangements, launching a new ensemble, a music festival or concert series, a community outreach program, a business plan for a large project, an instructional DVD, etc. The plan can be based on an existing business or a new business. The plan will be comprised of a summary statement, a business description, a market analysis, an operations description, a project timeline, and financial information. Feedback on each component of the business plan will be provided throughout class discussions and presentations. Students will be expected to incorporate the recommended revisions into the final oral presentation. All business plans must be viable ventures that could potentially become a source of income.

Professional Portfolio:
During the semester, students will periodically submit assignments to compile a professional portfolio. This will include a bio, high-quality pictures, a video sample of their work, all integrated into a website. If students already have a website with some of these materials, they will be given systematic feedback to improve and expand their website/portfolio as needed.
Required materials for website: professional-quality headshots, action photos (you doing what you say you do), high-quality performance videos consisting of at least 10 minutes worth of featured performances (not just ensembles). Please see review the “photographers and videographers” page under “resources” on our program’s website (www.career.music.unt.edu).

Grading system:

Complete Music Business Plan
- Written submissions presenting in class (six sections each worth 5%) 30%
- In-class final oral presentation “elevator pitch” (with power point) 10%

Promotional materials
- Bio 10%

Website presentation 30%

Classroom attendance, reading/video assignment comments and class participation 20%

The music business plan and promotional materials will be evaluated based on specific rubrics which will be available on blackboard.

Late submissions:
Unless otherwise indicated, all assignments are due in class on the date listed on the syllabus. Any assignment or presentation made after the due date is late. A late assignment is penalized one full letter grade for each calendar day that it is late; assignments later than two calendar days are not accepted at all and earn an F.

Unless otherwise indicated, all assignments are due by 12pm on the date listed on the syllabus. Any assignment or presentation made after the due date/time will be considered late. If you submit your assignment at 12:01 pm on the due date, it is considered one day late.

Assuming the content is thorough:
Submitted on time: A
Submitted one day late: B
Submitted two days late: C
Submitted after that: no credit
Grades of Incomplete (I) are only given during the last few weeks of the semester to students in the most select of circumstances (such as sudden illness or family emergency) to students who are passing in the course at that time. Please see me if you have questions.

Course policy for attendance, participation, and absences:
Attendance is mandatory and imperative in order for you to reap the full benefits of this class and to receive a grade. This class is intended to prepare you for the professional workplace. Therefore, you must demonstrate diligence and a proactive attitude that positively reflects your work ethic—just like you would in a real work environment. You are expected to be on time and to come prepared to each class meeting. It is your responsibility to have completed the reading/video assignments and to have submitted comments in blackboard according to the syllabus’ weekly schedule. If you have a legitimate emergency, please provide an official written medical or other similar verification before class. The entire group class session begins promptly at 12:00pm. If you are absent, assignments are still due on the date announced in class and it is your responsibility to make up the work that you missed during that particular class period. If you have an unusual circumstance that causes you to be late, please enter quietly without disrupting your colleagues. If you are unable to attend the departmental meetings every other Wednesday, you must provide written documentation explaining the schedule conflict and request approval to be dismissed from these bi-weekly Wednesday meetings.

Learning Center Support Services
For additional academic learning support, be sure to contact the Learning Center. You may find more information at: https://learningcenter.unt.edu

Writing Lab
Students can access free writing tutoring through the Writing Lab. For more information visit: http://writinglab.unt.edu

Academic Integrity
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase
or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

LINK:  http://facultysuccess.unt.edu/academic-integrity

**Student Behavior**

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. (Also see below, UNT Care Team)

Link:  https://deanofstudents.unt.edu/conduct

**Access to Information-Eagle Connect**

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect.

LINK:  eagleconnect.unt.edu/

**ODA Statement**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation. LINK:  disability.unt.edu. (Phone: (940) 565-4323)

**2017-2018 Semester Academic Schedule (with Add/Drop Dates)**

Link:  http://catalog.unt.edu/content.php?catoid=17&navoid=1737
Academic Calendar at a Glance, 2017-2018
Link:  https://www.unt.edu/catalogs/2017-18/calendar

Final Exam Schedule
Link:  http://registrar.unt.edu/exams/final-exam-schedule/spring

FINANCIAL AID AND SATISFACTORY ACADEMIC PROGRESS

Graduates
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 3.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Music scholarships require a 3.5 cumulative GPA. Students cannot exceed maximum timeframes established based on the published length of the graduate program. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended you schedule a meeting with an academic advisor in your college, an advisor in UNT-International or visit the Student Financial Aid and Scholarships office to discuss dropping a course.
LINK:  http://financialaid.unt.edu/sap

Retention of Student Records
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates.
Link:  http://ferpa.unt.edu/

Responding to Students in Distress: UNT Care Team
Please visit the CARE Team website to tips to recognize students in distress and what you need to do in cases of extreme behavior or references to suicide.
Related Field in Music Entrepreneurship
The Related Field in Music Entrepreneurship is a selective program for eligible graduate music students. It provides a framework for advanced coursework and internship opportunities in music entrepreneurship, arts administration and management, business, communication, networking, leadership, marketing, and additional subjects. Students who complete the related field will further develop their entrepreneurial skills and music business experience. While admission in the related field is limited and competitive, music entrepreneurship courses are open to all students who meet the relevant prerequisites. Interested applicants must contact their major field professors and/or area advisors to decide if this is an option for their degree plan.

Qualifications

- Successful completion of the MUCE-5000 (The Musical Entrepreneur) or equivalent.
- Students with demonstrated experience launching a music-related venture—either non-profit or for-profit—will be preferred. Examples include Sole Proprietorship, LLC, S-Corp, C-Corp, Partnership, or any other type of business entity.
- Students with experience in performing arts management and/or administration may also qualify. Examples include working for an existing musical organization (e.g. a symphony orchestra or choir, a chamber music ensemble, an educational institution, a community outreach musical program, or other). Such experience can be acquired by completing the MUCE 5030 (Practicum in Music Entrepreneurship / Performing Arts Management).

Complete application information can be viewed at: http://career.music.unt.edu/related-field

Spring Term Schedule
Subject to changes and revisions. For updates, please consult the electronic version of the syllabus available in blackboard under “course content.”

<table>
<thead>
<tr>
<th>Topics</th>
<th>In-class assignments submission dates (always due at 12pm)</th>
<th>Reading selections and video assignments. For each reading/video assignments, please add 1-2 comments to the blackboard discussion board.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Assignments will be submitted via blackboard and will be presented orally in class. The amount of time allowed for each class presentation will vary and</td>
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depend on the assignment. Students will submit written feedback for their peers during each presentation via the discussion board on blackboard.

<table>
<thead>
<tr>
<th>Week 1: Wednesday</th>
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<tbody>
<tr>
<td>Intro To Entrepreneurship in Music</td>
</tr>
<tr>
<td>Finding Your Life’s Purpose</td>
</tr>
<tr>
<td>The Entrepreneurial Mindset</td>
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<tr>
<td>Finding Your Strengths</td>
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<tr>
<td>Mission Statements</td>
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<tr>
<td>Finding Your &quot;Why&quot;</td>
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<tr>
<th>Week 2: Monday</th>
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<tbody>
<tr>
<td>Understanding the Musical Ecosystem</td>
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<tr>
<td>Goal Setting</td>
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<tr>
<td>Music business plan preview</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monday January 22nd:</th>
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<tbody>
<tr>
<td>1. Read and comment on “Entrepreneurship and the Artist-Revolutionary&quot; by Mark Rabideau</td>
</tr>
<tr>
<td>2. Watch and comment on “How I Stopped Asking for Permission To Have a Career in Music” by Sarah Robinson</td>
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<tr>
<th>Wednesday January 24th</th>
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<tbody>
<tr>
<td>1. Watch and comment on Coro micro-course I created called &quot;Developing a Music Business Plan&quot; [Coro by iCadenza]</td>
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<tr>
<td>2. Watch and comment on Competition Workshop</td>
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### Week 3:

**Monday**
- Business Structures
- Brand Development
- Business Plan:
  - Marketing Analysis

**Wednesday**
- In-class student presentations and feedback

### Week 3:

**Monday January 29th:**
1. Read and comment on: 7 key differences between for-profit and non-profit organizations.
2. Read and comment on: Types of Business Structures
3. Read and comment on: “A Traditional Non Profit is Not the Only Way To Make Social Change”

### Week 4:

**Monday**
- Business Plan:
  - Marketing, Publicity

**Wednesday**
- In-class student presentations and feedback

### Week 4:

**Monday February 5th:**
1. Read and comment on: Complete Marketing Process Overview by Bobby Borg (look for the PDF in blackboard under “course content”)
2. Watch and comment on Coro Micro-Course: The Artist, The Story Telleter, and The Markets: How To Make Potential Customers Sit Up and Take Notice” by Emmanuel Vass
<table>
<thead>
<tr>
<th>Week 5: Monday</th>
<th>Business Plan:</th>
<th>Wednesday Feb. 14th: Business Plan: Market Analysis (5%)</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Operations</td>
<td></td>
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<td></td>
<td>Project Timeline</td>
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<tr>
<td>Wednesday</td>
<td>In-class student presentations and feedback</td>
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<tr>
<th>Week 6: Monday</th>
<th>Business Plan:</th>
<th>Monday Feb. 19th:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Operations/Project Timeline (continued)</td>
<td>Watch and comment on Coro Micro-Course “Managing Your Money” by Jonathan Kuuskowski</td>
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<tr>
<td></td>
<td>Financials</td>
<td>1. Watch and comment on the following videos in Lynda.com</td>
</tr>
<tr>
<td></td>
<td>Understanding Financial documents (income statement, cash flow, balance sheets), creating a Profit First financial system</td>
<td>1. Considering all your costs (fixed, variable, and the contribution margins)</td>
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<tr>
<td></td>
<td>Break-even analysis</td>
<td>2. How to calculate your break-even point</td>
</tr>
<tr>
<td></td>
<td>Wednesday</td>
<td>3. Overview of the Financial Statements:</td>
</tr>
<tr>
<td></td>
<td>In-class student presentations and feedback</td>
<td>Balance Sheets</td>
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<tr>
<td></td>
<td></td>
<td>Income Statements</td>
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<td></td>
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<td>Statement of Cash Flows</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Week 7: Monday</th>
<th>Creating financial models and income projections for your career and business</th>
<th>Monday Feb. 19th:</th>
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<tr>
<td></td>
<td></td>
<td>Watch and comment on the following video in Lynda.com</td>
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<tr>
<td></td>
<td></td>
<td>“Breakeven and</td>
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#### Wednesday
- In-class student presentations and feedback

#### Wednesday Feb 21st. Business Plan: Financials (5%)
- Cost-Volume-Profit CVP Analysis
  - [lynda.com](http://lynda.com)

#### Week 8:
- Financial presentations (continued)
- Perfecting Your Pitch and Review of Business Plan Summary Statements
- Presentation Strategies

#### Monday March 5th:
- Read and comment on: [http://blog.ted.com/10-tips-for-better-slide-decks/](http://blog.ted.com/10-tips-for-better-slide-decks/)
- Watch and comment on TED Talk: “Your Body Language Shapes Who You Are” by Amy Cuddy.

#### Wednesday March 7th:
- Watch and comment on: Due Nov. 2nd: Watch: The Perfect Intro: Super Hero Brain 2016 by Clay Herbert

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### SPRING BREAK (no lessons)

#### Week 9:
- In-class student presentations and feedback

#### Monday March 19th:
- Complete Music Business Plan powerpoint and oral presentations “elevator pitch”

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#### Week 10:
- **Monday**
  - Creating Promotional Materials
  - Bio Writing

#### Wednesday
- Examples of Entrepreneurial Musicians

#### Monday March 26th:
- Read and comment on:
  2. Using Your Brand to Write Your Professional Bio by Astrid Baumgardner

#### Wednesday March 28th:
- Select your top 3 examples from entrepreneurial musician’s handout (available under “course content” in blackboard) and be ready to
<table>
<thead>
<tr>
<th>Week 11: Monday</th>
<th>Monday April 2nd: Promotional Materials: Bio (10%)</th>
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<tbody>
<tr>
<td>● In-class student presentations and feedback</td>
<td>present what you liked about them.</td>
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<tr>
<td>Wednesday</td>
<td>Wednesday April 4th:</td>
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<tr>
<td>● Developing an Online Presence</td>
<td>Watch and comment on:</td>
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<tr>
<td>● E-Portfolio</td>
<td>E-Portfolio Presentation on our youtube channel</td>
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<tr>
<td>● Website Design Basics</td>
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<tr>
<td>Week 12: Monday</td>
<td>Monday April 9th:</td>
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<tr>
<td>● Website Design (continued)</td>
<td>Read and comment on:</td>
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<tr>
<td>● SEO techniques</td>
<td>Using Your Fridge To Improve Your Website? By Angela Beeching</td>
</tr>
<tr>
<td>● Social Media Management</td>
<td>2. &quot;A Beginners Guide to SEO&quot; by Steve Testone</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Wednesday April 11th:</td>
</tr>
<tr>
<td>Producing Recordings, Copyright Basics</td>
<td>Watch Daniel Pardo’s Music Entrepreneurship Departmental.</td>
</tr>
<tr>
<td>Week 13: Monday</td>
<td>Monday April 16th:</td>
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<tr>
<td>● Management, Concerts, Booking,</td>
<td>Read and comment on:</td>
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<tr>
<td>● Festival Creation, Contracts</td>
<td>1. “5 Artist Management Myths” by Angela Beeching</td>
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<td></td>
<td>2. A Composer’s Take On Building a Festival from 21cm.org</td>
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<tr>
<td>Wednesday</td>
<td>Wednesday April 18th:</td>
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<tr>
<td>● Networking, Crowdfunding</td>
<td>Read and comment on:</td>
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<tr>
<td></td>
<td>1. Map Your Network by Angela Beeching</td>
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<tr>
<td>Week 14:</td>
<td>2. Smart Crowdfunding from 21 CM.org</td>
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<td>----------------------------------</td>
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<tr>
<td>● Financial Management</td>
<td><strong>Monday April 23rd:</strong></td>
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<tr>
<td></td>
<td>Read: Financial Management</td>
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<tr>
<td></td>
<td>For Musicians (Part I and Part II)</td>
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<tr>
<td></td>
<td>by Astrid Baumgardner</td>
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<tr>
<th>Week 15:</th>
<th><strong>Monday April 30th:</strong></th>
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<tbody>
<tr>
<td>● In class student presentations</td>
<td>Websites (30%)</td>
</tr>
<tr>
<td>and feedback (Monday and Wednesday)</td>
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*Note: We will not meet during finals week. Your final project (website) will be presented during the last week of classes.*