Seminar in Music Entrepreneurship
“Marketing for Musicians”
MUCE-5010-Spring 2017

Monday/Wednesdays 8:30am-9:50am MUSI 295
Instructor: Dr. Fabiana Claure
Director of Career Development and Entrepreneurship in Music
940-600-1565 • fabiana.claure@unt.edu • MU260A
Office Hours: Mondays/Wednesdays from 11am-12pm. Thursdays from 9:30am-10:30am
(by appointment please)

Overview:
This course is designed to help students develop marketing skills and an understanding of techniques and strategies required to promote their artistry or musical venture. Upon completion of this course, students will have created a plan of action for an extensive marketing plan including a SWOT analysis, customer analysis, competitor analysis, marketing plan goals, branding strategy, product/service strategy, price strategy, placement, promotion and measuring strategies, as well as allocation of costs and marketing plan timeline. Students may also be referred to other UNT faculty and alumni for more information and potential networking opportunities to support their marketing plan development. Through readings, lectures, case studies, assignments, classroom and guest presentations, students will become acquainted with the marketing strategies and current trends that successful musicians implement.

Required book:

Recommended books:
● The Savvy Musician by David Cutler (Helius Press, 2010)
www.savvymusician.com

Other regular reading and online resources:
● Angela Beeching’s “Monday Bytes” weekly emails (sign up at: http://angelabeeching.com/blog)
● Harvard Business Review subscription (or “like” their Facebook page for informative posts)
● Simon Sinek Blog subscription: http://blog.startwithwhy.com/ and “like” his Facebook page for great posts
● Seth Godin’s Blog subscription: http://sethgodin.typepad.com/

Grading system:
Marketing Plan Preparation Assignments 30%
(6 of them for 5% grading each, given as in-class oral presentations)
Classroom attendance, reading assignments and participation 30%
Final Project: Complete Marketing Plan 40%

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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.

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.

Absences
Attendance is key to reaping the full benefits of this class. University absences will be accepted with proper supporting documentation. For each unexcused absence after three, your final grade may be lowered by one letter. Any student who misses five class periods is subject to failure.

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.

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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.
LINK: Student Code of Conduct - 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/

ADA 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)

Spring Semester Academic Schedule (with Add/Drop Dates)
http://catalog.unt.edu/content.php? catoid=15&navoid=1228

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

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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://registrar.unt.edu/faculty/ferpa-and-student-records

Semester Schedule-Seminar in Music Entrepreneurship “Marketing For Musicians”
(subject to changes and revisions which will be announced in advance)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Assignments submission deadlines (all due on Monday except otherwise noted)</th>
<th>Reading selections</th>
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<tbody>
<tr>
<td>Week 1: Introduction and Marketing Process Overview</td>
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<tr>
<td>Week 2: Company vision and SWOT analysis</td>
<td>Chapters 1 and 2 (due Monday)</td>
<td>Chapter 3 (due Wednesday)</td>
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<td>Monday: Guest speaker Liz Shropshire, from Teaching Children Peace Through Music (Shropshire Music Foundation)</td>
<td>Assignment 1 SWOT analysis</td>
<td>Chapter 4 (due Wednesday)</td>
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<tr>
<td>Week 3: SWOT analysis and customer analysis. Class presentation and feedback</td>
<td>Assignment 2 Customer analysis (due Wednesday)</td>
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<tr>
<td>Week 4: Customer analysis and competitor analysis. Class presentations and feedback</td>
<td>Continuation Assignment 2 Customer analysis (Monday)</td>
<td>Chapter 5 (Due Monday)</td>
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<tr>
<td>Week 5: Research and development and setting marketing goals</td>
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<td>Chapters 6 and 7 (Due Wednesday)</td>
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<td>Week 6: SMART goals and Developing your company’s brand strategy</td>
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<td>Chapter 8 (Due Monday)</td>
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<td>Guest speaker (Monday): Composer John K Stone</td>
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<td>Professional Leadership Program guest speaker (Wednesday)</td>
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<tr>
<td>Week 7: Branding strategies for your products/services. Class presentation and feedback</td>
<td>Assignment 3 Product/Service Brand Identity-Due Wednesday</td>
<td>Chapter 9 (Due Monday)</td>
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<td>Week 8: Finalize your products and services for the marketplace</td>
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<td>Chapter 10 (Due Monday)</td>
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<td>SPRING BREAK (no lessons)</td>
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<td>Week 9: Devising a pricing strategy</td>
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<td>Chapter 11 (Due Monday)</td>
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<tr>
<td>Week 10: Pricing strategy and placement strategy, part 1 Class presentation and feedback</td>
<td>Assignment 4 Pricing strategy</td>
<td>Chapter 12 (Due Wednesday)</td>
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<td>Week 11: Placement strategy part 2</td>
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<td>Chapter 13 (Due Monday)</td>
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<td>Guest speaker (Wednesday): <strong>Dr. Armen Shaomian</strong>, Professor University of South Carolina</td>
<td>Assignment 5 Company placement strategy (from part 1 &amp; 2) (due Wednesday)-part 1 class</td>
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<td>Week 12: Placement strategy Class presentations and feedback</td>
<td>Company placement strategy (from part 1 &amp; 2) (due Monday)-part 2 class</td>
<td>Chapter 14-17 (Selections) (Due Wednesday)</td>
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<tr>
<td>Guest Speaker (Monday): <strong>Kim Scharnberg</strong>, Arranger, Composer, Conductor, Orchestrator, and Producer</td>
<td>Assignment 6 Company promotion strategy (from parts 1-4) (due Wednesday)-part 1 class</td>
<td>Chapters 18-20 (Selections) (Due Wednesday)</td>
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<td>Week 13: Placement, promotion and measuring strategies</td>
<td>Company promotion strategy (due Monday)-part 2 class</td>
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<td>Week 14: Assemble your marketing plan and execute it effectively Guest speaker (Monday): <strong>Dr. David Cutler</strong>, author of The Savvy Musician, Associate Professor, University of South Carolina Guest speaker (Wednesday): <strong>Jennifer Rosenfeld</strong>, CEO of ICadenza, Music Career</td>
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## Consulting Company

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<tr>
<th>Week 15: Marketing plan class presentations and feedback</th>
<th><strong>Final Project: Complete marketing plan (40%)</strong></th>
<th>Chapter 21 (Due Monday) Continue to learn about marketing</th>
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