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

Monday/Wednesdays 8:30am-9:50am MUSI 295

Instructor: Dr. Fabiana Claure
Director of Music Business and Entrepreneurship
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Office Hours: Mondays from 10am-12pm | Wednesdays from 10am-11am
(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 will have also completed a marketing consulting project by researching a case study with an existing musical organization and preparing recommendations to improve their marketing campaign. 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 and online subscription:
● We will be using the online platform 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. Please purchase a semester access pass ($49) by going to https://members.icadenza.com/iclstudentpass/
● On the days when you or your classmates are presenting, please bring a laptop to class. You will leave feedback on the Canvas 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.
● Folder or binder to organize all handouts.
● An additional online resource we’ll use will be Lynda.com. As a UNT student, you have access to a free membership. In order to view the assigned Lynda.com videos in this syllabus, please visit the Lynda.com website and sign in to “organizational portal”, write unt.edu, then use your UNT ID to login.

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)
● http://aristake.com
● 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/
● https://themarketedmusician.com/
● UNT Music Entrepreneurship Program’s website: www.career.music.unt.edu
● Follow our UNT’s Facebook page at: https://www.facebook.com/UNTMusicEntrepreneurship/
● 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
● Bobby Borg: http://www.bobbyborg.com/advice/articles
● http://21cm.org/category/21cm-u/

**Various additional career development and music entrepreneurship articles/videos will be assigned throughout the course.**

**Online enrollment requirements for music entrepreneurship departmental:**
To access certain course content for our music entrepreneurship departmental, students need to self-enroll in Canvas. To self-enroll, simply follow the link below:

https://unt.instructure.com/enroll/C7A367

**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.

**Eastman 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

**Music Business Association**
UNT College of Music is now an academic partner with the Music Business Association. All UNT students and faculty can take advantage of this partnership by signing up via the form below:

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https://musicbiz.wufoo.com/forms/q1e6tiw81lbq2iz/

After signing up, you will be kept in the loop regarding future scholarship opportunities as well as the below member opportunities. Over $30k in scholarships have been awarded to students from academic partner schools in 2017.

(From the Music Biz website)

Events

○ Music Biz: Music Biz is an annual event where we bring together the content and commerce communities to set agendas to reach collaborative, meaningful and actionable solutions that will create the music landscape of tomorrow. The event will take place May 5-8th, 2019, in Nashville. With more than 2,000 attendees from all walks of the industry, 100+ educational sessions and a myriad of opportunities for meeting and networking. Music Biz will again be hosting another “career day” for students. We offer pre-scheduled speed-dating like interviews for students with HR representatives from companies in the music industry like Sony, WEA, Universal, CAA among others. We know of at least 6 students who have landed full-time positions as a direct result of these interviews.

○ Webinars: Webinars are Music Biz’s way of helping members stay on top of changing technology, introducing them to new players in the marketplace, and providing them with research and analysis that helps them to make informed decisions about their businesses. Our virtual events are a forum to showcase new products and services, give members important Association updates, and present the newest market and consumer intelligence from our trusted research partners. Register for these complimentary webinars here. Archived events are also available to members by logging into the music biz website.

○ Law Series: The Entertainment & Technology Law Conference Series was created to merge entertainment law issues with insight on the new technology and media concerns that are at the forefront of the entertainment and technologies industries. Known for debating hot topics and bringing together the most knowledgeable speakers, this is a must-attend event for anyone who wants the opportunity to interact with industry advocates and influencers. Our next event takes place in Nashville in conjunction with the annual convention.

○ Knowledge: Our whitepapers, infographics and research reports give members access to the important data and metrics needed to make smart decisions. As these are deliverables from our workgroups structure, these resources also allow members to showcase their company or expertise by participating in their creation.

Reef Polling:
We will be using this online class polling system as a way to foster engagement, participation and interaction during class. You are required to register for REEF and bring a device (computer, smartphone or tablet) to class. You may check out a laptop from the Music Computer Lab (MU-239). Because REEF is flexible across devices, you
may participate by choosing one of the two options below:

1) REEF Polling app from your appstore

2) REEF Polling website – https://app.reef-education.com

To connect to this course use the link provided in Canvas. For further instructions please refer to the PDF file in the “getting started” module on the home area of Canvas. The REEF polling activities will count towards 10% of your final grade. If you are not in class when a REEF polls is administered, you will receive a zero for that day’s participation and attendance grade. No make-ups will be given. Please note that any improper use of REEF by which you are not submitting your own work in class will be considered cheating.

**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 23rd
- February 6th
- February 20th
- March 6th
- March 20th
- April 3rd
- April 17th

**Online enrollment requirements for music entrepreneurship departmental:**

1. To access certain course content for our music entrepreneurship departmental, students need to self-enroll in Canvas. To self-enroll, simply follow the link below:


**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 Canvas 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 8:30am. 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.

**Grading system:**
Marketing plan preparation assignments 40%
(8 of them for 5% grading each, given as in-class oral presentations)
Classroom attendance/Reading/video assignment homework comments 25%
In-class live participation via REEF polling 5%
Final Group Project: Marketing Consulting Project 30%
(written and oral report for 15% each)

**Assignments 1-8 are to be submitted in prose form and will be presented in class on the dates listed in the syllabus schedule.**

*Note regarding difference in expectations for undergraduate vs graduate students:
Graduate students will be required to submit longer assignments for each of the marketing plan topics. For example, if the assignment requires 2 pages of answers, then undergraduates will only be required to submit 1 page.

**Final group project: marketing consulting project:**
This assignment will require you to integrate everything you learn throughout the semester and apply it into analyzing an existing music organization’s marketing campaign. This project will be submitted as a written report (15%) and oral presentation (15%). The written portion will be submitted in prose form and the oral presentation will include a powerpoint. Additional project guidelines will be discussed in class throughout the semester.

**Reading/video assignments:**
Students will be assigned various readings and video assignments and will provide written comments via the Canvas discussion board. Students will also take turns presenting in class various portions of the reading assignments. Students will take the role of facilitators in class leading discussions and handling various points of view, hence developing emotional intelligence as well as presentation and leadership skills. On class presentation days, please bring a laptop to class. You will leave feedback on the Canvas 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.
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 8:30am 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 8:31am 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.

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.
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)

**2018-2019 Semester Academic Schedule (with Add/Drop Dates)**
http://catalog.unt.edu/content.php?catoid=17&navoid=1737

**Academic Calendar at a Glance, 2018-2019**
Seminar in Music Entrepreneurship  
“Marketing for Musicians”  
MUCE-5010  

https://www.unt.edu/catalogs/2018-19/calendar

Final Exam Schedule  
https://www.unt.edu/catalogs/2018-19/calendar

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 Canvas 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

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. *Application can be submitted during the last week of classes in the semester in which students take the MUCE 5000 class.
- 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](http://career.music.unt.edu/related-field)

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**Semester Schedule-Seminar in Music Entrepreneurship “Marketing For Musicians”**

Subject to changes and revisions.  
*For updates, please consult the electronic version of the syllabus available in Canvas*

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<thead>
<tr>
<th>Topic</th>
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<tr>
<td>Week 1: Introduction and Marketing Process Overview</td>
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<td>Week 2: Company vision and SWOT analysis</td>
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<td>Week 3: SWOT analysis and customer analysis. Class presentation and feedback</td>
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<td>Week 4: Customer analysis and competitor analysis</td>
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<td>Class presentations and feedback</td>
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<td>Week 5: Research and development and setting marketing goals</td>
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<td>Week 6: SMART goals and Developing your company’s brand strategy</td>
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<td>Week 7: Branding strategies for your products/services</td>
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<td>Class presentation and feedback</td>
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<td>Week 8: Monday</td>
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<tr>
<td>Finalize your products and services for the marketplace</td>
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<tr>
<td>Wednesday</td>
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<tr>
<td>Devising a pricing strategy</td>
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<td><strong>SPRING BREAK (no lessons)</strong></td>
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<td>Week 9:</td>
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<td>In-class presentation of chapter 11 and discussion</td>
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<td>Establish a Place Strategy, Part I</td>
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<td>Week 10: Establish a Place Strategy, Part II</td>
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<td>Week 11: Formulate a Promotion Strategy, Part I</td>
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<td>Promotion Strategy, Part II</td>
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<td>Week 12:</td>
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<td>Promotion Strategy, Part III</td>
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<td>Promotion Strategy, Part IV</td>
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<td>Content Marketing</td>
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<td>Week 13:</td>
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<td>Class presentation and feedback</td>
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<td>Wednesday</td>
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<td>Preparing a measuring strategy</td>
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<td>Week 14:</td>
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<td>Monday</td>
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<td>Assemble your marketing plan</td>
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<td>Wednesday</td>
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<td>Execute your marketing plan effectively</td>
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<td>Week 15:</td>
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<td>Monday/Wednesday</td>
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<tr>
<td>Marketing consulting project presentations and feedback</td>
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