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:
- 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 the six sections and the final pitch of your business plan, 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.
- 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

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

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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 poll 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 are required to attend departmental meetings every other Wednesday from 11-11:50 am in the Recital Hall (MUSI 301) on the following dates:
- January 23rd
- February 6th
- February 20th
- March 6th
- March 20th
- April 3rd
- April 17th

**Other Resources:**
*Beyond Talent (second edition)* by Angela Myles Beeching
*The Savvy Musician* and *The Savvy Music Teacher* by David Cutler
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/
- 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

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https://www.youtube.com/channel/UCaNf3UU2kURHASx5uLon42g

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

Additional online resources:
- Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
- UNT Music Entrepreneurship Program Website: www.career.music.unt.edu/resources
- Follow our Facebook page at https://www.facebook.com/UNTMusicEntrepreneurship/
- 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

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:

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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 portfolio:** 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.

**Grading system:**

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

Promotional materials
- Bio  

Website  

Classroom attendance/Reading/video assignment homework comments  

In-class live participation via REEF polling  

The music business plan and promotional materials will be evaluated based on specific rubrics which will be available on Canvas. Undergraduate students will be required to submit a minimum 1-page answer for each element of the business plans and graduate students will be required to submit a minimum 2-page answer.

**Late submissions:**
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 will be 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

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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 and participation 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 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.

**Career Connect Reflection**

As part of this course you will be required to complete a reflection component on the assignments you completed in class. You will be able to access these reflection components via the Foliotek link on Canvas. Your reflection submission will provide you with an opportunity to reflect on your assignment submission experiences as well as provide feedback for your instructor.

**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](https://learningcenter.unt.edu)

**Writing Lab**

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

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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)
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
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

Undergraduates
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

Students holding music scholarships must maintain a minimum 2.5 overall cumulative GPA and 3.0 cumulative GPA in music courses.

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 that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

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://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.

LINK: http://studentaffairs.unt.edu/care

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Counseling and Testing:
UNT’s Center for Counseling and Testing has an available counselor whose position includes 16 hours per week of dedicated service to students in the College of Music and the College of Visual Arts and Design. Please visit the Center’s website for further information: http://studentaffairs.unt.edu/counseling-and-testing-services. For more information on mental health issues, please visit: https://speakout.unt.edu. The counselor for music students is: Myriam Reynolds | Chestnut Hall, Suite 311 | (940) 565-2741 | Myriam.reynolds@unt.edu

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

Spring 2019 Term Schedule

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# Topics

**Week 1:**

- Intro to Entrepreneurship in Music
- Finding Your Life’s Purpose
- Portfolio Careers and Productivity
- The Entrepreneurial Mindset
- Finding Your Strengths
- Mission Statements
- Finding Your "Why"
- Understanding the Musical Ecosystem
- Goal Setting

**Week 2:**

- Design Thinking
- Music Business Plan Overview
  - Summary Statement
  - Business Description
- Business Structures

**Week 3:**

Summary Statement
In-class student presentations and feedback

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<th>Week 4:</th>
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<tr>
<td>Business Description</td>
<td>In-class student presentations and feedback</td>
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<tr>
<td>Business Plan:</td>
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<tr>
<td>○ Marketing Fundamentals, Publicity</td>
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<th>Week 5:</th>
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<td>Business Plan:</td>
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<td>○ Marketing (continued)</td>
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<td>○ Operations</td>
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<td>○ Project Timeline</td>
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<th>Week 6:</th>
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<td>Business Plan:</td>
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<td>○ Operations/Project Timeline (continued)</td>
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<th>Week 7:</th>
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<td>Business Plan:</td>
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<td>○ Financials</td>
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Understanding Financial documents (income statement, cash flow, balance sheets), creating a Profit First financial system

Break-even analysis

Creating financial models and income projections for your career and business

Profit First Financial Management System for entrepreneurs

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<th>Week 8:</th>
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<tr>
<td>● Financial analysis review</td>
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<td>● Financial presentations</td>
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<td>In-class student</td>
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<tr>
<td>● Perfecting Your Pitch and Review of Business Plan Summary Statements</td>
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**SPRING BREAK (No Classes)**

**Week 9:**
- Financial presentations
  - In-class student presentations and feedback
- Presentation Strategies

**Week 10:**
- In-class student presentations and feedback
- Creating Promotional Materials
- Bio Writing Workshop
- Examples of Entrepreneurial Musicians

**Week 11:**
- In-class review and student feedback
- E-Portfolio
- Website Design Basics
- Introduction to Search Engine Optimization (SEO)
- Developing and Online Presence

**Week 12:**
- Producing and Releasing Recordings
- Copyright Basics, Performing Rights Organizations (PROs)
- Music Publishing, Music Contracts
- Management, Booking, Touring, Self-Producing Concerts

**Week 13:**
- Financial Management for Musicians
- Crowdfunding

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<tr>
<td>● Networking</td>
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<td>● Building Relationships</td>
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<td>● The Entrepreneurial Mindset (Recap)</td>
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