The Musical Entrepreneur-Fall 2017
MUCE-5000

Tuesdays-Thursdays from 11-12:20pm MUSI 321

Instructor: Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● MUSI 321

Office Hours: Tuesdays from 1-3pm and Thursdays from 1-2pm (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.

Required online textbook:
• http://onlinetextbook.21cm.org/

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.

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
• http://www.artsjournal.com/sandow/
• https://themarketedmusician.com/free-tools/

Additional online resources:
• Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
• UNT Music Entrepreneurship Program Website: www.career.music.unt.edu/resources
• UNT Music Entrepreneurship Competition Winners:
  http://career.music.unt.edu/competition

©Fabiana Claure, 2017.
The Musical Entrepreneur-Fall 2017
MUCE-5000

- Follow our UNT’s Facebook page at: www.facebook.com/UNTCareerDevelopmentMusic
- http://www.bobbyborg.com/advice/articles
- http://21cm.org/category/21cm-u/

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

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.

Grading system:

Complete Music Business Plan
- In-class partial submissions (six sections each worth 5%) 30%
- In-class final oral presentation “elevator pitch” 10%

Promotional materials
- Bio 10%

Final project presentation: Website 30%

Classroom attendance, reading/video assignments and participation 20%

©Fabiana Claure, 2017.
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.

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](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 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)

©Fabiana Claure, 2017.
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/fall

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

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

©Fabiana Claure, 2017.
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.

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

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

©Fabiana Claure, 2017.
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](http://career.music.unt.edu/related-field)

**Fall Term Schedule**

*(subject to changes and revisions which will be announced in advance)*

<table>
<thead>
<tr>
<th>Topics</th>
<th>In-class assignments submission dates</th>
<th>Reading selections and video assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All presentations will be done in 4 minutes followed by 4 minutes of written and oral feedback for each student.</td>
<td>1. For each reading/video outside of 21CM, add 1-2 comments to the Blackboard weekly discussions, to be discussed in class. 2. For all 21CM readings, leave comment on prompts, to be discussed in class</td>
</tr>
<tr>
<td>Week 1:</td>
<td></td>
<td>Due August 31st: Read 21CM: Ch. 1 &quot;To Be a 21st Century Musician&quot;</td>
</tr>
<tr>
<td>● Intro To Entrepreneurship in Music</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Finding Your Life’s Purpose</td>
<td>Read &quot;The Death of the Artist and the Birth of the Creative Entrepreneur&quot; by William Deresiewicz [theatlantic.com]</td>
<td></td>
</tr>
<tr>
<td>● The Entrepreneurial Mindset</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Finding Your Strengths</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Mission Statements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Finding Your &quot;Why&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Week 2:                                                                                           | Due Sept 5th: Complete “Mission into Action” worksheet and post on blackboard discussion board.                   |
| ● Time Management                                                                                 |                                                                                                               |
| ● Goal Setting                                                                                    | Due Sept. 5th:                                                                                                 |
| ● Business Plan:                                                                                  | 1. Watch “Mission into Action” Micro-course by Coro by iCadenza                                               |
|   ○ Summary Statement                                                                             | 2. Read 21CM Chapters 2 and 3 and comment on the bubbles.                                                       |
|   ○ Business Description                                                                         | Due Sept. 7th:                                                                                                 |
| ● Business Model Canvas for Musicians                                                              | 1. Watch UNT Music entrepreneurship competition workshop II with Dr. David Cutler                               |
|                                                                                                   | 2. Read: Chapter 8 (21CM)                                                                                     |
|                                                                                                   | 3. Read Music Business Plan Guidelines by Peter Spellmann (Summary Statement and Business Description)          |
|                                                                                                   | 4. Read: 7 key differences between for-profit and non-profit organizations.                                    |
|                                                                                                   | Sept. 7th: Post on blackboard results from superpowers test from chapter 3.                                     |

©Fabiana Claure, 2017.
<table>
<thead>
<tr>
<th>Week 3:</th>
<th>Due Sept. 12th: Business Plan: Summary Statement (5%) (Tuesday/Thursday)</th>
<th>Due Sept. 12th: Watch my micro-course &quot;Developing a Music Business Plan&quot; [Coro by iCadenza] Submit worksheets via blackboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class student presentations and feedback</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4:</td>
<td>Due Sept. 19th: Read 21CM Chapters 9 and 10 Due Sept. 21st: Read Complete marketing process overview by Bobby Borg (look for the PDF in blackboard under “course content”) Read Music Business Plan Guidelines by Peter Spellmann (Marketing Analysis) See blackboard course content (look for the PDF in blackboard under “course content”)</td>
<td></td>
</tr>
<tr>
<td>● Business Description (continued) ● Brand Development ● Business Plan: ○ Market Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5:</td>
<td>Due Sept. 26th: Business Plan: Business Description (5%) (Tuesday/Thursday)</td>
<td>Due Oct. 3rd: Read Music Business Plan Guidelines by Peter Spellmann (Operations and Project Timeline) Read: E-myth revisited summary, Due Oct 5th: 21CM Chapters 4 and 5</td>
</tr>
<tr>
<td>In-class student presentations and feedback</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Plan: ○ Operations ○ Project Timeline Collaboration and networking</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Week 7: In-class student presentations and feedback | Due Oct. 10th: Business Plan: Market Analysis (5%) (Tuesday/Thursday) | Due Oct. 17th: Watch in Lynda.com the following videos:  
1. Considering all your costs (fixed, variable, and the contribution margins)  
2. How to calculate your break-even point  
3. Overview of the Financial Statements:  
   - Balance Sheets  
   - Income Statements  
   - Statement of Cash Flows  
   Read Music Business Plan Guidelines by Peter Spellmann (Financials)  
Due Oct. 19th: Watch Video in Lynda.com "Breakeven and Cost-Volume-Profit CVP Analysis" [lynda.com]  
Read: A GUIDE TO FINANCING YOUR ARTISTIC VISION by 21cm.org |
|---|---|---|
| Week 8: Business Plan:  
- Financials | | Week 9:  
- In-class student presentations and feedback | Due Oct. 24th: Business Plan: Operations/Project Timeline (5%) (Tuesday/Thursday)  
Due Oct. 31st: Read: http://blog.ted.com/10-tips-for-better-slide-decks/ |
| Week 10:  
- Perfecting Your Pitch  
- Presentation Strategies | |
<table>
<thead>
<tr>
<th>Week 11:</th>
<th>Due Nov. 11th: Business Plan: Financials (5%) (Tuesday/Thursday)</th>
<th>Due Nov. 7th: Read Chapter 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>• In-class student presentations and feedback</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 12:</th>
<th>Due Nov. 14th: Complete Music Business Plan Oral presentations “elevator pitch” (5%) (Tuesday/Thursday)</th>
<th>Due Nov. 21st: Read “Why you Need a Better Bio” 4-part series by Angela Beeching.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• In-class student presentations and feedback</td>
<td></td>
<td>Watch Music entrepreneurship competition workshop video by David Cutler (via blackboard organization “music entrepreneurship” you need to self-enroll in the organization to access the video, instructions on how to do that are on blackboard)</td>
</tr>
</tbody>
</table>

*No class Thursday Nov. 23rd (Thanksgiving holiday)*

<table>
<thead>
<tr>
<th>Week 13:</th>
<th>Due No. 28th: Promotional Materials: Bio (10%)</th>
<th>Due Nov. 28th: &quot;Using Your Brand to Write Your Professional Bio&quot; by Astrid Baumgartner [blog]</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Creating Promotional Materials (continuation)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bio Writing Workshop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Developing an Online Presence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Website Design Basics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• SEO Techniques</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 14:</th>
<th>Due Dec. 5th: Read: 21CM: Epilogue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• In class student presentations and feedback</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 15:</th>
<th>Due Dec. 5th: Read: 21CM: Epilogue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Examples of Entrepreneurial Musicians</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Social Media Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### The Musical Entrepreneur-Fall 2017

**MUCE-5000**

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transitioning from School into the Professional World</td>
<td>&quot;A Beginners Guide to SEO&quot; by Steve Testone Due Dec. 7th: “UX For Small Business Websites” in Lynda.com</td>
</tr>
<tr>
<td>Final project presentations on Dec 12th from 10:30am-12:30pm.</td>
<td>Websites (30%)</td>
</tr>
</tbody>
</table>

©Fabiana Claure, 2017.