The Musical Entrepreneur
MUCE-5000

Tuesdays/Thursdays 11am-12:20pm MUSI 321
Instructor: Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● MU260A
Office Hours: Mondays at 3pm, Tuesdays and Thursdays at 9:30am
(by appointment please)

Overview:
This course will provide graduate-level 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 an entrepreneurial project 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 materials:
● Beyond Talent: Creating a Successful Career in Music, 2nd edition by Angela Myles Beeching
● 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
● Artist House Music, entrepreneurship section found at: http://www.artistshousemusic.org/node/5541/4545
● Entrepreneur the Arts, http://blog.entrepreneurthearts.com
● Various articles and other resources as assigned

Professional Portfolio:
During the semester, students will periodically submit assignments to compile a professional portfolio. This will include a bio, a resume, pictures, an audio and video sample of their work, a CV, 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.

Entrepreneurial Project Proposal:
This will consist of a proposal 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 proposal must consist of something students have never done before and should be innovative and original. It will include a mission statement, a plan description, a budget estimate, possible sources of funding, a press release, and a preliminary marketing strategy. Feedback on each component of the project will be provided throughout the semester and students will be expected to incorporate the revisions into the final project submission. The final proposals will be presented and discussed during the final week of classes.

Grading system:
Portfolio/website assignments and classroom presentations 30%
Classroom attendance and participation 20%
Entrepreneurial project preliminary outline 10%
Entrepreneurial project proposal 40%

Late submissions:
Unless otherwise indicated, all assignments are due in class on the date listed on the syllabus. Any
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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.
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.

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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)

Fall 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/fall

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

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### Semester Schedule

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Assignments submission deadlines</th>
<th>Reading selections TBA from the book chapters below</th>
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<tbody>
<tr>
<td><strong>Week 1: Class Overview and Introduction to Entrepreneurship in Music</strong></td>
<td></td>
<td>Interlude (pg. 141): Five Fundamental Questions (due Thursday)</td>
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</table>
| **Week 2: Self-Analysis and Goal Setting.** | Assignment 1 (5%) (self-assessment) | Chapter 1 (Beeching): Minding Your Business  
Chapter 1 (Cutler): The Entrepreneurial Mindset  
Chapter 3 (Beeching): Developing Your Image: Creating Promotional Materials that Work |
| **Week 3: Image, Branding, and Promotional Materials** | Chapter 2 (Cutler): The Entrepreneurial Mindset | Chapter 3 (Beeching):  
Chapter 2 (Cutler): Minding Your Business |
| Guest Speaker (Tuesday): **James Stephenson**, Composer, Arranger, Conductor  
Guest Speaker (Thursday): Adam Wear, UNT Career Connect Coordinator | Assignment 2 (10%) (promotional materials) | Chapter 4 (Cutler): Print Materials That Scream Success |
| **Week 4: Image, Branding, and Promotional Materials (Continuation).** |                                    | Chapter 5 (Beeching):  
Chapter 5 (Cutler): Pounding The Virtual Pavement |
| Guest speaker (Thursday): **Dr. Gabe Ignatow**, Co-founder and CEO, GradTrek, Associate Professor and Academic Affairs Fellow, University of North Texas |                                    | Chapter 5 (Beeching):  
Chapter 5 (Cutler): Pounding The Virtual Pavement |
| **Week 5: Online Presence and Website Basics** | Assignment 3 (15%) (website) | Chapter 5 (Beeching):  
Chapter 5 (Cutler): Pounding The Virtual Pavement |
| Guest speaker (Tuesday): **Dr. Chin-Yi Lin**, Assistant Professor of Violin and Director of WKU Pre-College Strings Program at Western Kentucky University  
Guest speaker (Thursday): **Gabriel Couret**, Operations Manager  
Couret & Werner Artist Management | Assignment 3 due (15%)--student presentations followed by class discussion | Chapter 5 (Beeching):  
Chapter 5 (Cutler): Pounding The Virtual Pavement |

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| Week 7: Project Funding and Grant Writing | Chapter 12 (Beeching): Funding For Music Projects  
Chapter 11 (Cutler): Funding Your Dreams |
|---------------------------------------|-----------------------------------------------|
| Guest speaker (Tuesday): Dr. Daniel Pardo, flutist, band leader, and producer.  
Guest speaker (Thursday): Rick Strauss, jazz guitarist, composer, arranger, producer, and entrepreneur. |  |
| Guest speaker (Thursday): Alan Klaas, Senior Director of Development, UNT College of Music |  |
| Week 8: Management, Concerts, Booking, Contracts, Freelancing | Chapter 6 (Beeching): Booking Concerts: Artist Management and Self-Management  
Chapter 10: (Beeching) Freelancing for Success  
Chapter 9 (Cutler): Nice Work If You Can Get It (Part 1) |
| Guest speaker (Tuesday): Dr. Brad Wells, Conductor, singer, composer and Artistic Director Roomful of Teeth |  |
| Guest speaker (Thursday): Alan Klaas, Senior Director of Development, UNT College of Music |  |
| Week 9: Business Structures, Finances, and Taxation Issues for Musicians | Chapter 11 (Beeching): Balancing Life: Managing Time and Money  
Chapter 8 (Cutler): Personal Finance For Musicians |
| Guest speaker (Tuesday): Dr. Daniel Peak, Information Technology and Decision Sciences Department, UNT College of Business Administration |  |
| Guest speaker (Tuesday): Megan Heber, Director of Marketing and Communications |  |
| Week 10: Marketing and Publicity. | Chapter 7 (Beeching): Telling Your Story: Media Attention And Building Audiences  
Chapter 3 (Cutler): Marketing Is Everything |
| Guest speaker (Tuesday): Megan Heber, Director of Marketing and Communications |  |
| Week 11: Networking | Chapter 2 (Beeching): Cultivating Your Support Network: Making Connections, Building Community  
Chapter 7 (Cutler): Extraordinary People Skills |
<p>| Final project proposal (10%) due Student presentations followed by class discussion |  |
| Guest speaker (Thursday): Deborah Brooks, Director of MUCE-5000 |  |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Guest Speaker(s)</th>
<th>Reading Material</th>
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<tr>
<td>12</td>
<td>Recordings and Copyright Issues</td>
<td>Amanda Zerangue, J.D., Acting copyright services librarian, UNT libraries; Xavier Sykes, Vice President for Professional Leadership Program, UNT.</td>
<td>Chapter 4 (Beeching): Expanding Your Impact: Making Recordings Chapter 6 (Cutler): The New Recording Paradigm</td>
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<td>13</td>
<td>Outreach and Residencies</td>
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<td>Chapter 8 (Beeching): Connecting With Audiences: Reaching Out and Reaching In Chapter 12 (Cutler): Outstanding Performance Plus Chapter 13 (Cutler): Artistry and Relevance</td>
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<td>14</td>
<td>Transitioning from School into the Professional World</td>
<td>Catherine Barr, Executive Director, Texas Winds Community Outreach program</td>
<td>Chapter 13 (Beeching): Getting It Together: Your Career, Your Life Chapter 14 (Cutler): Leaving a Legacy</td>
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<td>15</td>
<td>Final Entrepreneurial Project (40%). Student Presentations and Class Discussion</td>
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<td>Final Entrepreneurial Project (40%)</td>
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