The Musical Entrepreneur-Summer 2018-5W2 Term
MUCE-5000/MUCE-4000
Mondays-Thursdays from 10-11:50am MUSI 289

Class schedule change: We will meet Tuesday-Friday on week 1, then Monday-Friday on weeks 2, 3 and 4. During week 5, we’ll meet only on Thursday and Friday. Please note, there will be no class on Monday, July 9th, and on Monday August 6, Tuesday August 7th, or Wednesday August 8th.

Instructor: Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● MU260B

Office Hours: (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.

Online resources:
I highly recommend you review the below online resources and sign up for the relevant blogs:
- Angela Beeching’s “Monday Bytes” weekly emails. Sign up at:
- Stay connected with UNT Music Entrepreneurship program
- UNT Music Entrepreneurship Program Website: www.career.music.unt.edu/resources
- Follow our UNT’s Facebook page at: www.facebook.com/UNTCareerDevelopmentMusic
- Follow our entrepreneurship program’s instagram account:
- 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/
- Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
- http://www.bobbyborg.com/advice/articles
- http://21cm.org/category/21cm-u/
- http://diymusician.cdbaby.com/
- Lynda.com “Become a Music Business Entrepreneur” playlist
- Lynda.com “Promote and Market Your Music” playlist

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- Subscribe to our entrepreneurship program’s youtube account
- https://www.youtube.com/channel/UCaNF3UU2kURHASx5uLon42g

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 plan submission. 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.

Required materials for website: 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 (www.career.music.unt.edu).

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. UNT students purchase a 5-week access pass ($34) by going to https://coro.icadenza.com/coro5wk/.

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- Various career development and music entrepreneurship articles and videos will be assigned throughout the semester. Students must follow the syllabus weekly schedule (see below) for details on specific reading and video assignments.
- On class presentation days, please bring a laptop to class. You will leave feedback on the Blackboard 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.

- **Lynda.com**: Sign in to “organizational portal” with unt.edu, then use your UNT ID to login

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

**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

**Grading system:**

Complete Music Business Plan  
- Written submissions presenting in class  
  (six sections each worth 5%)  
  30%
- In-class final oral presentation “elevator pitch” (with power point)  
  10%

Promotional materials  
- Bio  
  10%

Website presentation  
  20%

Classroom attendance, reading/video assignment comments and class participation  
  30%

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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.

Unless otherwise indicated, **all assignments are due by 10am 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 10:01 am 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.

**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 blackboard 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 10:00m. 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.

**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)

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

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.
- 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
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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

Summer Term Schedule  
(subject to changes and revisions which will be announced in advance)

<table>
<thead>
<tr>
<th>Topics</th>
<th>Assignments submission dates</th>
<th>Reading selections</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>For each reading/video assignments, please add 1-2 comments to the blackboard discussion board. If worksheets are due, submit via blackboard.</td>
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<tr>
<td><strong>Week 1:</strong></td>
<td></td>
<td><strong>Due Wednesday:</strong></td>
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<tr>
<td>- Intro To Entrepreneurship in Music</td>
<td></td>
<td>1. Watch micro-course and complete worksheet for Creating a Career Pathway and Stepping into Action by Amy Kweskin [Coro by iCadenza]</td>
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<tr>
<td>- Understanding the Musical Ecosystem</td>
<td></td>
<td>2. Read Finding your Life Purpose in 4 simple steps: Your Compass for Navigating Career Success by Astrid Baumgardner.</td>
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<tr>
<td>- Portfolio Careers and Productivity</td>
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<td>3. Read Music Business Plan by Peter Spellmann (only up to summary statement/business plan description --page 3)</td>
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<tr>
<td>- Finding Your Strengths</td>
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<td>- Mission Statements</td>
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<td>- Finding Your &quot;Why&quot;</td>
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<td>- Goal Setting</td>
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<td>- Design Thinking</td>
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<td>- Business Model Canvas for Musicians</td>
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<tr>
<td>- Business Plan:</td>
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<tr>
<td>Summary Statement</td>
<td>4. Watch Angela Beeching’s portion (first 15 minutes) of UNT Competition Workshop</td>
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| Business Description | Due Thursday:  
1. Watch and comment on Competition Workshop “Writing a Music Business Plan” with guest speaker David Cutler.  
2. Read and comment on Design Thinking handout |
|                    | Due Friday:  
1. Watch and comment on Coro micro-course I created called “Developing a Music Business Plan” [Coro by iCadenza]  
2. Read and comment on “21 income types” handout by David Cutler (available on blackboard)  
3. Read and comment on Berklee’s Music Careers in Dollars and Cents |

**Week 2:**  
- Brand Development

**Monday, July 16th:**  
Business Plan: Summary Statement

**Due Monday**  
Watch and comment on Tom Bronson’s class presentation “So You Want to Be an Entrepreneur?”
<table>
<thead>
<tr>
<th>Business Plan:</th>
<th>Due Tuesday:</th>
<th>Due Thursday:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Analysis</td>
<td>1. Read and comment on: 7 key differences between for-profit and non-profit</td>
<td>1. Read and comment on: <a href="#">Complete Marketing Process Overview</a> by Bobby Borg</td>
</tr>
<tr>
<td>Operations</td>
<td>organizations.</td>
<td>2. Read Music Business Plan Guidelines by Peter Spellmann (Marketing-up to</td>
</tr>
<tr>
<td>Project Timeline</td>
<td></td>
<td>page 5)</td>
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<tr>
<td>Wednesday July 18th Business Plan:</td>
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<tr>
<td>Business Description</td>
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<tr>
<td>Friday July 20th Business Plan: Market</td>
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<tr>
<td>Analysis</td>
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<tr>
<td>Week 3:</td>
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<tr>
<td>Business Plan:</td>
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<tr>
<td>Financials</td>
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<tr>
<td>Tuesday July 24th Business Plan:</td>
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<tr>
<td>Operations/Project Timeline</td>
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<tr>
<td>Due Monday</td>
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<tr>
<td>1. Read and comment on: Michael Gerberg’s <a href="#">E-Myth book summary</a></td>
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- Perfecting Your Pitch
- Presentation Strategies
- Creating Promotional Materials
- Bio Writing Workshop

**Thursday July 25th:**
**Business Plan: Financials**

1. Watch and comment on the following videos in Lynda.com
   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
2. Read Music Business Plan Guidelines by Peter Spellmann (up to the end-Financials)

**Due Friday**
1. Watch and comment on music entrepreneurship competition workshop III
2. Watch and comment on “Death by Powerpoint” TED talk by David JP Phillips
3. Read and comment on: http://blog.ted.com/10-tips-for-better-slide-decks/
## Week 4:

- Developing an Online Presence and SEO
- E-Portfolio
- Website Design Basics
- Examples of Entrepreneurial Musicians
- Social Media Management

### Monday July 30th:

Complete Music Business Plan powerpoint and oral presentations “elevator pitch”

### Monday July 30th:

Complete Music Business Plan powerpoint and oral presentations “elevator pitch”

### Due Tuesday

Read and comment on:
2. Using Your Brand to Write Your Professional Bio by Astrid Baumgardner

### Wednesday August 1st:

Promotional Materials: Bio

### Due Thursday

1. Read and comment on: Using Your Fridge To Improve Your Website? By Angela Beeching
2. Read and comment on: Musician Web Design Solutions by Angela Beeching
3. "A Beginners Guide to SEO" by Steve Testone

### Due Friday

1. Select your top 3 examples from entrepreneurial...
| musician’s handout (available under “course content” in blackboard) and be ready to present what you liked about them. |
| 2. Thomas Deneuville’s Developing Your Online Presence: Websites, Social Media, and Email Marketing Use this slideshow for additional reference regarding Thomas’s workshop. |
| 3. How I Stopped Asking For Permission To Have A Career in Music by Sarah Robinson |

<table>
<thead>
<tr>
<th>Week 5:</th>
<th>Due Monday (online only, no class meeting)</th>
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<tbody>
<tr>
<td>● Financial Management</td>
<td>1. Watch and comment on Coro Micro-Course “Managing Your Money” by Jonathan Kuuskowski</td>
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<tr>
<td>● Profit First system</td>
<td>2. Read and comment on Financial Management For Musicians (Part I and Part II) by Astrid Baumgardner</td>
</tr>
<tr>
<td>● Producing and Releasing Albums</td>
<td>3. Read and comment on Profit First summary handout.</td>
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<tr>
<td>● Publishing, Copyright Basics</td>
<td>4. Watch and comment on departmental Bookkeeping</td>
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<tr>
<td>● Performing Rights Organizations (PROs)</td>
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</tbody>
</table>
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- Music Contracts
- Networking, Crowdfunding
- Entrepreneurial Musician Mindset
- Transitioning from School into the Professional World
- Websites: In class student presentations and feedback

Reminder: We will not meet during week 5 on Monday, Tuesday, or Wednesday. We’ll only meet on Thursday and Friday (August 9th and 10th).

and Taxes for Musicians by Kyle McKay

Due Tuesday (online only, no class meeting that day) Watch and comment on these videos:
1. Daniel Pardo’s Music Production presentation
2. Stephen Wolfson’s Music Copyright presentation
3. Lynda.com Music copyright video course
4. Lynda.com Music Publishing video course
5. Lynda.com Music Contracts video course

Due Wednesday (online only, no class meeting that day) Read and comment on:
1. “5 Artist Management Myths” by Angela Beeching
2. Map Your Network by Angela Beeching
3. Smart Crowdfunding from 21 CM.org
<table>
<thead>
<tr>
<th>Friday August 10th: Promotional Materials: Website</th>
<th>Self-Producing” by Sarah Robinson</th>
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<tr>
<td>5. Watch and fill out worksheet from Coro Micro-Course: Networking: Learn to Love It, by Jennifer Rosenfeld</td>
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<tr>
<td>6. Watch and comment on: Lynda.com video on Touring</td>
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<tr>
<td><strong>Due Thursday</strong></td>
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<tr>
<td>1. Watch and fill out worksheet for Coro Micro-Course: The Mindset of the Entrepreneurial Musician, by Astrid Baumgardner</td>
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