Career Development in Professional Music  
MUGC-4890

Mondays 4:30-7:20pm MUSI 320

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)

Course Overview:
This course is designed to allow students to reflect on their individual musical aspirations, artistic identities, and personal skills in order to better define their career goals. Students will build entrepreneurial skills and professional tools needed to promote themselves for both new and traditional career paths. Emphasis will be placed on preparing an artist portfolio with a high-quality video that best represents students’ skills and abilities. Essential entrepreneurial concepts will be introduced and discussed in class such as marketing, finances, networking, creating a niche, discovering opportunities, business structures, fundraising, among others. The final project will consist of an entrepreneurial project proposal that will be presented in class.

Required materials:
- 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

Course requirements:
1) Semester Portfolio: During the semester, students will periodically submit assignments to compile a semester portfolio. This will include a bio, pictures, and a website. The assignments will be discussed in class and students will be required to incorporate the periodic feedback they receive into the final submission of their semester portfolio.

2) Video: Students will produce a professional-quality video with a sample of their work to be integrated into their semester portfolio and website. The duration must be between 10-15 minutes but can be longer if needed. Note: For promotional videos which feature several different clips, the duration can be 2-3 minutes long. UNT’s Recording Services Office will be able to provide professional-quality video recording services and assistance uploading it directly to youtube for a $75/hour fee. Additionally, the College of Music Student Computer Lab has video editing software available for students who wish to bring in their self-made recordings.

3) Final Entrepreneurial Project Proposal: This will consist of a proposal for an entrepreneurial project proposal—such as a CD, a book of compositions/arrangements, 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. All entrepreneurial project proposals will be presented and discussed during the final week of classes.

Grading system:
Video 20%
Portfolio assignments: 20%
Classroom attendance and participation: 15%
Final entrepreneurial project and in-class presentation: 30%
Final website submission: 15%

**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.

**Attendance policy:**
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.

**UNT grading scale**
- A= 90%–100%
- B= 80%– 89%
- C= 70%– 79%
- D= 60%– 69%
- F= 0%– 59%

**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](http:// facultysuccess.unt.edu/academic-integrity)
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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](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)

Fall Semester Academic Schedule (with Add/Drop Dates)

Final Exam Schedule

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 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.
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.

**Semester Schedule**

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

<table>
<thead>
<tr>
<th>Class Topics</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:</strong> Class Overview and Introduction of Career Development and Entrepreneurship in Music</td>
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<td><strong>Week 2:</strong> No Class (Labor Day Holiday)</td>
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<tr>
<td><strong>Week 3:</strong> Self-Analysis and Goal Setting.</td>
<td>Portfolio Assignment 1 (5%)</td>
<td>Chapter 1 (Beeching): Mapping Success.</td>
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<tr>
<td>Guest Speaker: James Stephenson, Composer, Arranger, Conductor</td>
<td>(self-assessment and career questions)</td>
<td>Interlude (pg. 141): Five Fundamental Questions</td>
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<td>Chapter 1 (Cutler): The Entrepreneurial Mindset</td>
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<td><strong>Week 4:</strong> Image, Branding, and Promotional Materials</td>
<td></td>
<td>Chapter 3 (Beeching): Developing Your Image: Creating Promotional Materials that Work</td>
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<tr>
<td>Business Model Canvas</td>
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<td>Chapter 2 (Cutler): Minding Your Business</td>
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<td></td>
<td></td>
<td>Chapter 4 (Cutler): Print Materials That Scream Success</td>
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<tr>
<td><strong>Week 5:</strong> Networking</td>
<td></td>
<td>Chapter 2 (Beeching): Cultivating Your Support Network: Making Connections, Building Community</td>
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<td>Guest speaker: Dr. Chin-Yi Lin, Assistant Professor of Violin and Director of WKU Pre-College Strings Program at Western Kentucky University</td>
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<td>Chapter 7 (Cutler): Extraordinary People Skills</td>
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<td><strong>Week 6:</strong> Online Presence and Website Basics, SEO strategies</td>
<td>Portfolio Assignment 2 (5%)</td>
<td>Chapter 5 (Beeching): Building Your Online Community</td>
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<tr>
<td>Guest speaker: Adam Wear, ePortfolio Coordinator, University of North Texas</td>
<td>(promotional materials)</td>
<td>Chapter 5 (Cutler): Pounding The Virtual Pavement</td>
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| Week 7: 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: **Dr. Brad Wells**  
Conductor, singer, composer and Artistic Director Roomful of Teeth |  |
| Week 8: Finances, Business Structures, Planning and Taxation Issues for Musicians | Chapter 11 (Beeching): Balancing Life: Managing Time and Money  
Chapter 8 (Cutler): Personal Finance For Musicians |
| Guest speaker: **Dr. Daniel Peak**, Information Technology and Decision Sciences Department, UNT College of Business Administration |  |
| Week 9: Project Funding and Grant Writing | Chapter 12(Beeching): Funding For Music Projects  
Chapter 11(Cutler): Funding Your Dreams |
| Guest speaker: **Alan Klaas**, Senior Director of Development, UNT College of Music |  |
| Week 10: Marketing and Publicity. | Chapter 7 (Beeching): Telling Your Story: Media Attention And Building Audiences  
Chapter 3 (Cutler): Marketing Is Everything |
| Guest speaker: **Megan Heber**, Director of Marketing and Communications | Video (20%) (sample of your work) |
| Week 11: Recordings and Copyright Issues | Chapter 4 (Beeching): Expanding Your Impact: Making Recordings  
Chapter 6 (Cutler): The New Recording Paradigm |
|  | Portfolio Assignment 3 (10%) (website) |
| Week 12: Online presence (continuation) Website submissions and Class Discussions |  |
|  | Video (20%) (sample of your work) |
| Week 13: Outreach and Residencies | Chapter 8 (Beeching): Connecting With Audiences: Reaching Out and Reaching In  
Chapter 12 (Cutler): Outstanding Performance Plus  
Chapter 13 (Cutler): Artistry and Relevance |
| Guest Speaker: **Deborah Brooks**, Director of DFW musician services, CoM faculty |  |
| Week 14: Transitioning from School into the Professional World | Chapter 13 (Beeching): Getting It Together: Your Career, Your Life  
Chapter 14 (Cutler): Leaving a Legacy |
<p>|  | Final Entrepreneurial Project Proposal (30%) |
| Week 15: Final Entrepreneurial Project Proposals and Class Discussion |  |</p>
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<th>Final Exam week (date TBA)</th>
<th><strong>Final website submission (15%)</strong> (with incorporated feedback)</th>
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