Seminar in Music Entrepreneurship
“Marketing for Musicians”
MUCE-5010/MUGC 4890-Spring 2018
Monday/Wednesdays 8:30am-9:50am MUSI 295
Instructor: Dr. Fabiana Claure
Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● MU260B
Office Hours: Mondays from 10am-12pm | Wednesdays from 10am-11am
(by appointment please)

Overview:
This course is designed to help students develop marketing skills and an understanding of techniques and strategies required to promote their artistry or musical venture. Upon completion of this course, students will have created a plan of action for an extensive marketing plan including a SWOT analysis, customer analysis, competitor analysis, marketing plan goals, branding strategy, product/service strategy, price strategy, placement, promotion and measuring strategies, as well as allocation of costs and marketing plan timeline. Students will have also completed a marketing consulting project by researching a case study with an existing musical organization and preparing recommendations to improve their marketing campaign. Students may also be referred to other UNT faculty and alumni for more information and potential networking opportunities to support their marketing plan development. Through readings, lectures, case studies, assignments, classroom and guest presentations, students will become acquainted with the marketing strategies and current trends that successful musicians implement.

Required book:

Other regular reading and online resources:
● Angela Beeching’s “Monday Bytes” weekly emails (sign up at: http://angelabeeching.com/blog)
● Harvard Business Review subscription (or “like” their Facebook page for informative posts)
● http://aristake.com
● Simon Sinek Blog subscription: http://blog.startwithwhy.com/ and “like” his Facebook page for great posts
● Seth Godin’s Blog subscription: http://sethgodin.typepad.com/
● https://themarketedmusician.com/
● UNT Music Entrepreneurship Program’s website: www.career.music.unt.edu
● Follow our UNT’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 https://www.youtube.com/channel/UCaNf3UU2kURHASx5uL0n42g

©Fabiana Claure, 2018.
Seminar in Music Entrepreneurship
“Marketing for Musicians”
MUCE-5010/MUGC 4890-Spring 2018

Coro by iCadenza
Coro is a music entrepreneurship educational platform providing online video micro-courses, weekly coaching labs, and access to a Facebook community. UNT students have on-campus access to this platform by going to coro.icadenza.com

To access Coro off-campus, students need to sign up for Coro by iCadenza:
https://coro.icadenza.com/unt-registration/

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

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 (MUSI 301) on the following dates:
- January 24
- February 7
- February 21
- March 7
- March 21
- April 4
- April 18

Online enrollment requirements:
To access certain course content, students need to self-enroll in Blackboard. Follow the steps below:

1. Click on the Organization tab after you log in
2. Go to Browse Organization Catalog
3. Search for the organization by name: music entrepreneurship
4. Click on the action link button next UNT_MUSI_Entrepreneurship

©Fabiana Claure, 2018.
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 8:30am. 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.

Grading system:
Marketing plan preparation assignments 40%
(8 of them for 5% grading each, given as in-class oral presentations)

Classroom attendance, reading/video assignments, comments, and participation 30%

Final Group Project: Marketing Consulting Project 30%
(written and oral report for 15% each)

**Assignments 1-8 are to be submitted in prose form and will be presented in class on the dates listed in the syllabus schedule.**

Final group project: marketing consulting project:
This assignment will require you to integrate everything you learn throughout the semester and apply it into analyzing an existing music organization’s marketing campaign. This project will be submitted as a written report (15%) and oral presentation (15%). The written portion will be submitted in prose form and the oral presentation will include a powerpoint. Additional project guidelines will be discussed in class throughout the semester.

Reading/video assignments:
Students will be assigned various readings and video assignments and will provide written comments via the blackboard discussion board. Students will also take turns
presenting in class various portions of the reading assignments. Students will take the role of facilitators in class leading discussions and handling various points of view, hence developing emotional intelligence as well as presentation and leadership skills. 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.

**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 8:30am 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 8:31am 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.

**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.

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
Seminar in Music Entrepreneurship  “Marketing for Musicians”
MUCE-5010/MUGC 4890-Spring 2018

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)

Spring Semester Academic Schedule (with Add/Drop Dates)
http://catalog.unt.edu/content.php?catoid=15&navoid=1228

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 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

Semester Schedule-Seminar in Music Entrepreneurship “Marketing For Musicians”

Subject to changes and revisions.
For updates, please consult the electronic version of the syllabus available in blackboard under
“course content.”

<table>
<thead>
<tr>
<th>Assignment submission deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments will be submitted via blackboard and will be presented orally in class. The amount of time allowed for each class presentation will vary and depend on the assignment.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reading selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. For each reading/video assignments, please add 1-2 comments to the blackboard discussion board.</td>
</tr>
<tr>
<td>Week 1: Introduction and Marketing Process Overview</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
</tr>
</tbody>
</table>
| Week 2: Company vision and SWOT analysis)       | Monday Jan. 22nd  
1. Chapters 1 and 2 (Write your vision statement paragraph (pg. 17) and upload to blackboard discussion board).  
2. Watch and submit worksheet on Coro Micro-Course: The Artist, The Story Telleter, and The Markets: How To Make Potential Customers Sit Up and Take Notice” by Emmanuel Vass  
Wednesday Jan 24th  
Chapter 3 |
| Week 3: SWOT analysis and customer analysis. Class presentation and feedback | Monday Jan. 29th  
Assignment 1 : SWOT analysis (use pg. 29)  
Wednesday Jan. 31st  
Chapter 4 |
| Week 4: Customer analysis and competitor analysis | Monday Feb. 5th  
Chapter 5 |
| Class presentations and feedback                 | Wednesday Feb. 7th  
Assignment 2: Customer analysis (pg. 39) |
| Week 5: Research and development and setting marketing goals | Monday Feb. 12th  
Assignment 3: Competitor analysis matrix (use |
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignment Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 6:</td>
<td>SMART goals and Developing your company’s brand strategy</td>
<td>Wednesday Feb. 21st Assignment 4: SMART Goals Paragraph (pg. 71)</td>
</tr>
<tr>
<td>Week 7:</td>
<td>Branding strategies for your products/services</td>
<td>Monday Feb. 26th Chapter 9</td>
</tr>
<tr>
<td></td>
<td>Class presentation and feedback</td>
<td>Wednesday Feb. 28th Assignment 5: Product/Service Brand Identity-Due (pg. 98)</td>
</tr>
<tr>
<td>Week 8:</td>
<td>Monday Finalize your products and services for the marketplace</td>
<td>Monday March 5th Chapter 10</td>
</tr>
<tr>
<td></td>
<td>Wednesday Devising a pricing strategy</td>
<td>Wednesday March 7th Chapter 11</td>
</tr>
<tr>
<td>SPRING BREAK (no lessons)</td>
<td></td>
<td>Monday March 5th Marketing case study proposals due</td>
</tr>
<tr>
<td>Week 9:</td>
<td>Class presentation and feedback</td>
<td>Monday March 19th Assignment 6: Pricing strategy (pg. 134)</td>
</tr>
<tr>
<td></td>
<td>Establish a Place Strategy, Part I</td>
<td>Wednesday March 21st Chapter 12</td>
</tr>
<tr>
<td>Week 10:</td>
<td>Establish a Place Strategy, Part II</td>
<td>Monday March 26th Chapter 13</td>
</tr>
<tr>
<td></td>
<td>Class presentation and feedback</td>
<td>Wednesday March 28th Assignment 7: Company placement strategy (from part 1 &amp; 2) (pgs. 151, 162)</td>
</tr>
</tbody>
</table>
| Week 11: Formulate a Promotion Strategy, Part I | Monday April 2nd  
Chapter 14 |
| Promotion Strategy, Part II | Wednesday April 4th  
Chapter 15 |
| Week 12: Promotion Strategy, Part III | Monday April 9th  
Chapter 16 |
| Promotion Strategy, Part IV | Wednesday April 11th  
Chapter 17 |
| Week 13: Class presentation and feedback | Monday April 16th  
Assignment 8  
Company promotion strategy (from parts 1-4) (pgs. 181, 199, 211, 224)  
Wednesday Preparing a measuring strategy | Wednesday April 18th  
Chapter 18 |
| Week 14: Monday Assemble your marketing plan  
Wednesday Execute your marketing plan effectively | Monday April 23rd  
Chapters 19  
Wednesday April 25th  
Chapter 20 |
| Week 15: Monday/Wednesday Marketing consulting project presentations and feedback | Monday April 30th  
Final project: marketing consulting project (30%), (written and oral presentations)  
Note: We will not meet during finals week. Your final project (Marketing Case Study) will be presented during the last week of classes |