

Strategic Music Entrepreneurship Development

MUM 4051 & MUM 6007 - Spring Semester

Credits: 3

Class Periods: W (4:05-7:05pm - Online)

Location: To Be Announced (TBA)

Academic Term: Fall & Spring Semester

Instructor:

Dr. José Valentino Ruiz-Resto ("Dr. Ruiz")

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Office Hours: By Appointment

Co-Instructor:

Derris Lee

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Office Hours: By Appointment

Course Description:

This course aims to equip music students with a comprehensive foundation, resources, and skill set to enhance their marketability and success as music entrepreneurs postgraduation. Students will cultivate skills in business understanding, legalities, communication arts, innovative content creation, and niche development within the realm of music entrepreneurship.

Course Pre-Requisites / Co-Requisites:

Intended for graduate music students. Non-music majors may enroll with instructor's permission.

Course Objectives: Students will:

- Develop effective professional documents (e.g., resume, curriculum vitae, cover letter) and promotional resources (e.g., website, business card, concert flyer, promotional video, album artwork).
- Implement marketing strategies on social media platforms and crowdfunding sites for optimal brand and product promotion.
- Customize press kits for specific music companies, employers, and consumer audiences.
- Gain financial management skills (taxes, income, expenses) and understand various business models encountered in their careers (sole proprietorship, corporations, partnerships, LLCs, etc.).
- Set monetary rates for different settings and acquire performance and educational opportunities.
- Create appropriate contracts for record deals, concerts (riders), music teaching, and production services.
- Learn about endorsement deals with music merchants.
- Research and analyze successful music entrepreneurs' business, marketing, and entrepreneurial strategies.

Materials and Supply Fees:

A Canvas course site has been set up for this course. Access it using a web browser:
<https://ufl.instructure.com>

Required Materials:

Selected articles, videos, personal slides, and learning materials provided by the instructor on Canvas in the Discussions and Announcements tabs.

Recommended Materials:

- "Beyond Talent: Creating a Successful Career in Music" by Angela Myles Beeching, 2nd edition
- "Minding Your Business: A Guide to Money and Taxes for Creative Professionals" by Martin Kamenski, 1st edition
- "The Savvy Musician: Building a Career, Earning a Living, and Making a Difference" by David Cutler, 1st edition
- "The Savvy Music Teacher: Blueprint for Maximizing Income and Impact" by David Cutler, 1st edition

Course Delivery:

The course meets weekly. Class time includes reviewing discussions and assignments, core knowledge lectures, applying knowledge through activities, content creation, and role-playing. Notes and questions are encouraged. Group activities help synthesize information and create relevant projects.

Timeline & Description of Assignments:

Discussions (by Sunday, 11:59 pm), Homework Assignments (Weeks 1-8, due Friday of Week 7, 11:59 pm), Midterm Project (Week 8, due Friday, 11:59 pm), Homework Assignments (Weeks 9-15, due Friday of Week 15, 11:59 pm), Final Project (Week 16, due Friday, 11:59 pm).

Course Calendar:

Weeks 1 - 8 Assignments:

- Entrepreneurial Readiness in a Post-COVID Multimodal Creative Economy
- Establishing Pillars for Your Creative Enterprise (Business Plan)
- Professional, Promotional, and Legal Documents for Creative Professionals
- Digital Marketing & Strategic Communications for Creative Professionals
- Effective Clientele/Fanbase Development in Digital and Physical Marketplaces
- Negotiations: Communicating Your Value

Weeks 9 - 15 Assignments:

- Exploring Joint-Venture Opportunities (Non-Profit, For-Profit, Academia)
- Endorsement and Sponsorship Assignments
- Understanding Taxes for Creative Professionals & Business Models
- Gigs & Applied Lessons
- Artist Management for Musicians and Creative Professionals

Week 16 Final Project:

Pitch Presentation or Research Project

Evaluation of Grades:

- Assignments (18): 50%
- Midterm Project: 30%
- Final Project: 10%
- Weekly Online Discussions: 10%

Software Usage:

Follow university policies on computer usage: <http://www.it.ufl.edu/policies/acceptable-use/summary/>

Grading Scale & Policies:

The standard UF grading scale will be applied. <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Course Evaluation:

Students are encouraged to provide feedback on the course and instruction through the official course evaluation system.

Students with Disabilities:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click [here](#) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. <https://disability.ufl.edu/get-started/>

Make-Up Exams & Assignments:

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click [here](https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/) to read the university attendance policies. <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Course Evaluations:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Technical Issues:

For technical issues, contact the UF Computing Help Desk at 352-392-4357 or via email at helpdesk@ufl.edu.

Cheating & Plagiarism:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are

in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class. <https://sccr.dso.ufl.edu/process/student-conduct-code/>

In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, books, magazines, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code & Student Conduct Code.

Health and Wellness:

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or

report a concern and a team member will reach out to the student in distress.
<https://umatter.ufl.edu/>

- **Counseling and Wellness Center:** Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services. <https://counseling.ufl.edu/>
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website. <https://shcc.ufl.edu/>
- **University Police Department:** Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). <https://police.ufl.edu/>
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website. <https://ufhealth.org/locations/uf-health-shands-emergency-room-trauma-center/>
- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450. https://syllabus.ufl.edu/media/syllabusufledu/syllabi_policy_09_09_2022.pdf

Academic Resources:

- **E-learning technical support:** Contact the UF Computing Help Desk at 352-392-4357 or
- via e-mail at helpdesk@ufl.edu.
- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance
- and counseling services. <https://career.ufl.edu/>
- **Library Support:** Various ways to receive assistance with respect to using the libraries or
- finding resources. <https://uflib.ufl.edu/>
- **Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352-

- 392-6420. General study skills and tutoring. <https://academicresources.clas.ufl.edu/>
- **Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting,
- and writing papers. <https://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** Visit the Student Honor Code and Student. <https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>
- **On-Line Students Complaints:** View the Distance Learning Student Complaint Process. <https://www.ufl.edu/current-students/student-complaint-process/>