

Strategic Music Entrepreneurship Development

MUS 4XXX - Spring Semester

Credits: 3

Class Periods: TBA

Location: TBA

Academic Term: Spring Semester

Instructor:

José Valentino Ruiz-Resto, Ph.D., D.Min.

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(352) 273 - 3707

Office Hours: TBA

Course Description

This course is intended to equip music students with a *comprehensive foundation, resources, and skill set* for improving marketability and success as a music entrepreneur upon graduation. Students will develop various skills for understanding and engaging in business, legalities, communication arts, innovative content creation, and niche development within music entrepreneurship.

Course Pre-Requisites / Co-Requisites

The course is intended for undergraduate music majors and minors. Non-music majors or minors may enroll with permission of the instructor.

Course Objectives. Students will:

- learn how to create effective professional documents (e.g. a resume, a curriculum vitae, a cover letter) and promotional resources (e.g. a website, a business card, a concert flyer, promotional video, and album artwork).
- learn how to implement marketing strategies with social media platforms and crowdfunding sites for optimal success in promoting their brand and/or product.
- learn how to customize a press kit for specific music companies, employers, and consumer audiences.
- learn financial management skills (i.e., managing taxes, income, expenses), and various business models they will engage with in some form during their career (i.e., sole proprietorship, C-corporation, S-corporation, Partnership, LLC, Inc., and so forth).
- learn how to develop monetary rates for various settings and how to obtain performance and educational opportunities.
- learn how to devise appropriate contracts for a record deal, concert (i.e., rider), music teaching, and music production services.
- learn the process, opportunities, and nature of endorsement deals with music merchants.
- learn how to research and analyze the business, marketing, and entrepreneurial strategies of a successful music entrepreneur.

Materials and Supply Fees

A Canvas course site has been established for use in these courses. To access it use a World Wide Web browser and open the following URL: <https://ufl.instructure.com/>

Required Textbooks and Software

(1) *Beyond Talent: Creating a Successful Career in Music*

Angela Myles Beeching

2010. 2nd edition.

Print ISBN: 978-0195382594

(2) *Minding Your Business: A Guide to Money and Taxes for Creative Professionals*

Martin Kamenski

2012. 1st edition

Print ISBN: 9781458437853

Additionally, course notes developed by the instructor will be provided.

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David Cutler

2009 1st edition

Print ISBN: 9780982307502

(2) *The Savvy Music Teacher: Blueprint for Maximizing Income and Impact*

David Cutler

2015 1st edition

Print ISBN: 9780190200824

(3) *All You Need To Know About The Music Business*

Donald S. Passman

2015. 9th edition

Print ISBN: 9781501104893

(4) *25 Notes for the Successful Musician: The Ultimate Guide to Making It in the Music Industry*

Chad Jeffers

2009. 1st edition

Print ISBN: 9780615332055

Course Delivery:

The course meets twice per week. Class time will be dedicated to (1) reviewing the weekly discussions and homework assignments as a class, (2) lectures on the core knowledge of the week's topic to ensure timely achievement of course objectives, and (3) applying the knowledge through group activities, content creation of products and communicative media, and role-playing interpersonal dialogue that simulates engagement in the music business. Students are encouraged to take notes and ask questions freely. While lectures and discussions emphasize identifying and understanding major course themes, group activities challenge students to synthesize this information and create appropriate projects that are relevant to music business, corporations, and the industry as a whole.

Course Schedule (Readings refer to Beeching unless otherwise noted)

Week 1: *Establishing Your Niche (Identity, Purpose, & Role) for Your Dream Career/ Prelude*

Week 2: *Ideology of Leadership in Music Business, Crowdfunding, and Fan Building/ Chapters 1; Chapter 11*

Week 3: *Professional Documents (CV, Cover Letter, Resume) Website Design for Creative Professionals, DIY vs. DIT models/ Chapters 3, pages 36 - 38 / Quiz #1*

Week 4: *Developing Promotional Resources for Music Entrepreneurs (Album Artwork, Business Cards, Flyers, and Micro- and Macro-Visual Media)/ Chapter 3, pages 45 - 57; Chapters 5, page 116 - 130*

Week 5 - 6: *Implementing Savvy Social Media Marketing & Branding Techniques for Musicians & Press Kit/ Chapters 5, pages 111 - 114, 130 -131; additional content reinforcement in Chapter 2 (complete)*

Week 7: *Music Entrepreneurial Management (Building Your Team, Artist Management, Time Management for Music Entrepreneurs)/ Chapters 6, pages 141 - 147*

Week 8: *Considerations for Arts Administration Non-Profits (501C3 & Arts Advocacy/ MIDTERM Projects due/ Chapter 12 (complete)*

Week 9: *Applying Effective Negotiation Techniques & Contracts for Professional Music Activities / additional content reinforcement in Chapter 2 (complete); Chapter 6, pages 161 - 165*

Week 10: *How to Land Endorsement Deals & Music Merchants; Setting Up An Applied Lessons Studio/ additional content reinforcement in Chapters 22, 24, and 25*

Week 11: *Establishing Financial Management, Business Models, & Understanding the IRS for Musicians/ Read Kamenski: *Minding Your Business: A Guide to Money and Taxes for Creative Professionals*/ Quiz #3*

Week 12: *Content Creation Day (Instructor & Students Produce a Promo Video & Live Recording of Musical Excerpts) / Chapter 8, pages 68 - 77*

Week 13: *Building Your Independent Music Production Studio/Publishing Company; Implementing Musical Legalities & Distribution Models/ Chapter 4*

Week 14: *Obtaining & Delivering the Quality Performance: Concert vs. Gig, Production; Determining Repertoire, Show, Audience Participation Techniques/ Chapter 6, pages 151 - 153; Chapter 7, pages 166 - 184; Chapter 9, pages 207 - 227; Chapter 10, page 238 - 239, 251 - 253*

Week 15: *Landing Residency Work Opportunities for Musicians / additional content reinforcement in Chapter 8 (complete) / Research Presentations*

Week 16: FINAL Projects due

Timeline & Description of Assignments:

Weekly Online Discussion assignments located on Canvas will be turned in each Sunday by 9:00 pm. The purpose of the discussions is to (1) *learn* about and relate to your peers' perspectives based on their experience and professional perspective, (2) *refine* your perspectives over time to help strengthen your personal enterprise, and (3) *uncover* opportunities for future collaborations between your peers as each of you have various types of expertise. The discussion **postings** are based on quality, not quantity (word count). They should be clear, concise, and creative. Your **replies** to at least three peers' posts for

each discussion should be around 3 to 4 sentences. It is important for you to address your peers' viewpoints. The objective of each reply is to relate to each other, and sometimes, to offer a different perspective in a respectful manner.

Homework Assignments/Projects will be located on Canvas under the 'Assignment' tab. Some homework assignments will be located within the slides of the module and I will indicate which slides to refer to. Homework assignments can be turned in electronically anytime throughout the week, but no later than 9:00 pm on the day before our class meeting. Your homework is also to be turned in with a physical copy at the next class meeting for in-class discussion.

Quizzes will be administered at the beginning of class.

Midterm Project will be due in the 8th week of the semester on the designated midterm date (TBD). Students will have the opportunity to refine all aspects of their midterm project (i.e., professional administrative documents, and promotional resources, website, business plan, S.W.O.T. Analysis, monetary rates, micro- and macro-visual media, artist management plan, a press kit to be included as a link on the website, and crowdfunding project).

Research Project will commence in the 8th week of class and students will be provided with detailed instructions and advice for their subject of interest. Research projects will be undertaken throughout the remainder of the semester with regular input from the instructor. The *Research Presentation* will take place during the 15th week of the semester.

Final Project will be due in the 16th week of the semester on the designated Finals date (TBD). Students will have the opportunity to refine all aspects of their finals project (i.e., endorsement and sponsorship assignment, legal documents, business registration assignment, digital-media content, copyright and digital distribution assignment, and the live performance plan).

Attendance Policy, Class Expectations, and Make-Up Policy

Students will refer to the 'announcement' tab on Canvas three times per week to stay informed of all course-related news and assignments. This is critical to minimize e-mail traffic, student questions, lower student anxiety over error questions, and it helps to inform students of concerts they can attend. NOTE: Students often have the same questions that need to be answered when in the online environment. With that in mind, the "Announcements" will be the medium that the instructor uses to communicate all answers to basic questions. In some cases, a student's question will require a personal response, and in those cases a personal response will be issued to the student.

Attendance is required. Every three unexcused absences will result in a one-letter-grade deduction. Unexcused tardiness will result in a 5% reduction of points for participation for the day. The use of cell phones and laptops during class is **strictly prohibited**, unless a student acquires permission from the instructor to use them, and the use of cell phones and laptops must pertain to class research and assignments.

Make-ups for Exams or Other Work

In order to remain fair to all students enrolled in this course who are held to the same academic standard, make-ups for any assignment, quiz, or exam will require written documentation that the student has been excused from school during the time in question. Without this approval, the instructor cannot issue a make-up. The instructor will determine and inform the student of an appropriate date and time to submit the make-up assignment(s). Additional information can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Evaluation of Grades

Assignment	Percentage of Final Grade
Homework Sets (9)	10%
Quizzes (4)	10%
Midterm Project	30%
Final Project	30%
Research Project	10%
Weekly Online Discussions	5%
Class Participation	5%

Participation Rubric

Criteria	1	2	3	4
Preparation	<u>Unprepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Partially prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Mostly prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Fully prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).
Engagement	<u>Does not participate</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided and does not submit assignments on time. Exhibits a lack of interest in the activities.	<u>Some participation</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided but submit assignments on time. Has many lapses in participation, and has 4 or more incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class. Has minimal lapses in participation, and has 3 incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class.

Percent	Grade	Grade Points
93.0 - 100.0	A	4.00
90.0 – 92.9	A-	3.67
87.0 – 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 – 82.9	B-	2.67
77.0 – 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 – 72.9	C-	1.67
67.0 – 69.9	D+	1.33
63.0 – 66.9	D	1.00
60.0 – 62.9	D-	0.67
0 – 59.9	E	0.00

More information on UF grading policy may be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Guidance on how to give feedback in a professional and respectful manner is available at <http://gatorevals.aa.ufl.edu/students/>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

University Honesty Policy

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 Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Campus Resources:

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

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Research Project will commence in the 8th week of class and students will be provided with detailed instructions and advice for their subject of interest. Research projects will be undertaken throughout the remainder of the semester with regular input from the instructor. The *Research Presentation* will take place during the 15th week of the semester.

Final Project will be due in the 16th week of the semester on the designated Finals date (TBD). Students will have the opportunity to refine all aspects of their final project (i.e., endorsement and sponsorship assignment, legal documents, business registration assignment, digital-media content, copyright and digital distribution assignment, and the live performance plan).

Artist Management Research Paper: Students will write a 1500-word essay (double spaced, 12 pt. font). Research one of your favorite bands/artists and find information about their manager. [Questions include: What is the manager's background? Can you establish why they became a manager? Are there any skills that you can see that make them a great manager? What success have they had with their artist(s) (Records, festivals, etc.)?] This assignment will be graded as part of the 'Homework Set' and due during the 7th week of the semester.

Additional Crowdfunding Assignment: Students must complete two crowdfunding assignments and upload them onto two different crowdfunding platforms. This assignment will be graded as part of the 'Homework Set' and due during the 7th week of the semester.

S.W.O.T. Analysis: Students will S.W.O.T. analysis using a questionnaire provided by the instructor of a potential/hypothetical/actual competitor who is a notable music entrepreneur within the student's specialization in the music business, and discuss the benefits of their analysis as it pertains to their personal venture. This assignment will be graded as part of the 'Homework Set' and due during the 2nd week of the semester.

Additional Professional Documents: Students must include a 3-paragraph teaching philosophy and a 2-paragraph leadership philosophy, a cover letter for an actual job in the music business, and a resume for an actual job in music business. This assignment will be graded as part of the 'Homework Set' and due during the 3rd week of the semester.

Additional Website Information: Students must include a teaching philosophy, leadership philosophy, and blog section pertaining to their business for increasing SEO. This assignment will be graded as part of the 'Homework Set' and due during the 3rd week of the semester.

Additional Promotional Document Assignment: Students will have to devise a flyer containing two master classes/workshops they will eventually provide to a prospective employer. This assignment will be graded as part of the 'Homework Set' and due during the 4th week of the semester.

Additional Sponsorship Assignment: Students must write a 2-page report and give a presentation to the class on an interview they conducted with a company on the company's requisites, vision, and philosophy for sponsoring an artists' or non-profit

organizations' event(s). This assignment will be graded as part of the 'Homework Set' and due during the 10th week of the semester.

Attendance Policy, Class Expectations, and Make-Up Policy

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Make-ups for Exams or Other Work

In order to remain fair to all students enrolled in this course who are held to the same academic standard, make-ups for any assignment, quiz, or exam will require written documentation that the student has been excused from school during the time in question. Without this approval, the instructor cannot issue a make-up. The instructor will determine and inform the student of an appropriate date and time to submit the make-up assignment(s). Excused absences must be consistent with university policies in the Graduate Catalog (<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#attendance>) and require appropriate documentation. Additional information can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Evaluation of Grades

Assignment	Percentage of Final Grade
Homework Sets (9)	10%
Quizzes (4)	10%
Midterm Project	30%
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Weekly Online Discussions	5%
Class Participation	5%

Participation Rubric

Criteria	1	2	3	4
Preparation	<u>Unprepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Partially prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Mostly prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).	<u>Fully prepared</u> for class with assignments, homework, and required class materials (textbook, documenting materials).
Engagement	<u>Does not participate</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided and does not submit assignments on time. Exhibits a lack of interest in the activities.	<u>Some participation</u> in class discussions and collaborate with other students in group assignments. Does not complete assignments according to the rubrics provided but submit assignments on time. Has many lapses in participation, and has 4 or more incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class. Has minimal lapses in participation, and has 3 incomplete or late assignments.	<u>Active participation</u> in class discussions and collaborate with other students in group assignments. Completes assignments according to the rubrics provided and submits assignments on time throughout the entire class.

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77.0 – 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 – 72.9	C-	1.67
67.0 – 69.9	D+	1.33
63.0 – 66.9	D	1.00
60.0 – 62.9	D-	0.67
0 – 59.9	E	0.00

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>

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Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Guidance on how to give feedback in a professional and respectful manner is available at <http://gatorevals.aa.ufl.edu/students/>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

University Honesty Policy

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 Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Campus Resources:

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.