

Strategic Arts Entrepreneurship Development

MUS 4905 & MUS 6905

Credits: 3

Class Periods: Asynchronous

Location: Online

Academic Term: Summer B 2020

Instructor:

Dr. José Valentino Ruiz-Resto, Ph.D., D.Min. (or Dr. Ruiz)

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Course Description

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

Course Pre-Requisites / Consent of Instructor

The course is intended for undergraduate & graduate students in the COTA. Non-COTA majors may enroll in the course as an elective with permission of the instructor.

Course Objectives. Students will:

- 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).
- Implement marketing strategies with social media platforms and crowdfunding sites for optimal success in promoting their brand and/or product.
- Customize a press kit for specific music companies, employers, and consumer audiences.
- Develop 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).
- Establish monetary rates for various settings and how to obtain performance and educational opportunities.
- Devise appropriate legal documents for creative arts services and product.
- Learn the process, opportunities, and nature of endorsement deals, sponsorships & partnerships with music merchants.
- Research and analyze the business, marketing, and entrepreneurial strategies of a successful creative arts 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) Attend the Global Music Production & Entrepreneurship Summit (online conference geared towards all aspiring creative professionals, not just for musicians). More information will be provided. Registration is \$50 and will substitute a required textbook.

(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.

Course Delivery:

The course will meet once periods 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 creative arts industries. 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 creative arts business, corporations, and the industry as a whole.

Course Schedule (Readings refer to Beeching unless otherwise noted)

UNIT 1: Foundation of Arts Entrepreneurship (Week 1)

- Establishing Your Niche (Identity, Purpose, & Role) for Your Dream Career
- Ideology of Leadership in Music Business, Crowdfunding, and Fan Building
- Professional Documents (CV, Cover Letter, Resume) Website Design for Creative Professionals, DIY vs. DIT models
- Developing Promotional Resources for Creative Arts Entrepreneurs (Album Artwork, Business Cards, Flyers, and Micro- and Macro-Visual Media)

UNIT 2: Leverage & Leadership as a Creative Professional (Week 2)

- Implementing Savvy Social Media Marketing & Branding Techniques for Creative Arts & Press Kit
- Creative Arts Entrepreneurial Management (Building Your Team, Artist Management, Time Management for Entrepreneurs)
- Considerations for Arts Administration Non-Profits (501C3 & Arts Advocacy/ MIDTERM Presentations of Projects due

UNIT 3: The Business of Creative Arts Industries (Week 3)

- Applying Effective Negotiation Techniques & Contracts for Creative Arts Activities

- How to Land Endorsement Deals & Creative Arts Merchants; Setting Up an Applied Lessons Studio
- Establishing Financial Management, Business Models, & Understanding the IRS for Creative Artists/
*** Read *Minding Your Business: A Guide to Money and Taxes for Creative Professionals*

UNIT 4: Product and Brand Development (Week 4)

- Content Creation & Product Development (Each student will determine their product(s) and will be mentored by the instructor)
- Building Your Independent Creative Arts Production Studio/Publishing Company; Implementing Musical Legalities & Distribution Models

UNIT 5: Communication in the Delivery of Your Product & Service (Week 5)

- Obtaining & Delivering the Quality Performance: Concert vs. Gig, Production; Determining Repertoire, Show, Audience Participation Techniques

UNIT 6: Expanding Your Impact and Reach as an Creative Arts Entrepreneur (Week 6)

- Landing Residency Work Opportunities for Musicians
- Final Project Presentation

Timeline & Description of Assignments:

Weekly Online Discussion assignments located on Canvas will be turned in by 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.

Final Project will be the final compilation of all students' assignments and projects. These items serve to strengthen students' understanding of their role, societal impact, marketability, and business practices as a creative entrepreneur.

For Graduate Students (Undergraduate Students can do these assignments but it is not required):

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 on the Final Project day.

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 on the Final Project day.

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 arts entrepreneur within the student's specialization, 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 on the Final Project day.

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 creative arts industry, and a resume for an actual job. This assignment will be graded as part of the 'Homework Set' and due on the Final Project day.

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 on the Final Project day.

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 on the Final Project day.

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 on the Final Project day.

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 and class participation is required and will count towards 5% of your overall grade. 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). 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	10%
Midterm Projects	30%
Final Project	50%
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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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: <http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>
<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.ua.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>.