

Strategic Music Entrepreneurship Development

MUM 4051 & MUM 6007 - Spring Semester

Credits: 3

Class Periods: TBA

Location: TBA

Academic Term: Spring Semester

Instructor:

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Office Hours: By Appointment

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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 graduate students in music. Non-music majors 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 Materials

The instructor will provide selected articles, videos, personal slides, and other materials for learning.

Recommended Materials

(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

(3) The Savvy Musician: Building a Career, Earning a Living, and Making a Difference

David Cutler

2009 1st edition

Print ISBN: 9780982307502

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

David Cutler

2015 1st edition

Print ISBN: 9780190200824

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
- 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 / Chapter 2; 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/ additional content reinforcement in Chapter 4 (complete)
- 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 by Sunday by 11:59 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 (Weeks 1 - 8) will be located on Canvas under the 'Assignment' tab and are due on Week 7, Friday, by 11:59pm. Rubrics for each assignment are included.

Midterm Project will be due on Week 8, Friday, by 11:59pm. Students will have the opportunity to refine all aspects of their midterm project.

Homework Assignments (Weeks 9 - 15) will be located on Canvas under the 'Assignment' tab and are due on Week 15, Friday, by 11:59pm. Rubrics for each assignment are included.

Midterm Project will be due on Weeks 16, Friday, by 11:59pm. Students will have the opportunity to refine all aspects of their midterm project.

Timeline & Description of Assignments:

Weeks 1 - 8 Assignments

- (1) Establish The Pillars for Your Creative Enterprise (A.K.A. The Business Plan)
- (2) Professional Documents for Creative Professionals
- (3) Crowdfunding for Music & Creative Arts Entrepreneurs
- (4) Developing Promotional Resources for Creative Arts Entrepreneurs
- (5) Social Media Marketing for Creative Professionals
- (6) Artist Management for Musicians and Other Creative Professionals

Weeks 9 - 15 Assignments

- (1) Production and Presentation/Performance Contracts
- (2) Endorsement and Sponsorship Assignments
- (3) Negotiations
- (4) Content Creation, Publication, and Presentation
- (5) Gig Project Assignments
- (6) Applied Lessons Strategic Plan Questionnaire

Week 16 Final Project

- (1) Presentation of Your Candidacy, Business, or Product Partnership

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

Class attendance, Make-up Exams, and Attendance

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies.](#)

Accommodations for 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.

Grading Scale

Click here for [Information on current UF grading policies for assigning grade points.](#)

Course Evaluation

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 in a professional and respectful manner 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

To resolving technical issues, visit the helpdesk website or call 352-392-4357.

Cheating and 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.

In-Class Recording Policy

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 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, book, magazine, 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 and Student Conduct Code.

Campus Resources

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.

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.

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.

University Police Department: Visit [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).

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.

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.

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.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).