MUN 4940 – Music Internship Ensemble

Credit Hours: 1
Grading Scheme: Letter Grade

Instructor:
José Valentino Ruiz, Ph.D.
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Coordinator, Music Business & Entrepreneurship Program
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Course Meeting Time & Location:
To Be Arranged (Internship-based, supervised)

Office Hours & Communication:
Office hours are available Mondays at 3:00 PM by request. If no requests are received, office hours may be canceled for that week. Students are encouraged to communicate via UF email. Professional communication is expected at all times.

Course Description

This course provides supervised, evaluated, and applied music business training through hands-on internship work with University of Florida School of Music ensembles. Students engage in real-world professional tasks that support ensemble operations, including audio and media production, marketing and promotional materials, event logistics, and managerial support.

The course emphasizes experiential learning, professional accountability, and industry-aligned skill development through structured mentorship, goal-setting, and reflective practice.

Prerequisites

- Two semesters of MUN 3015 – Commercial Music Ensemble with a grade of C or better

Course Objectives

By the conclusion of the semester, students will be able to:

- Produce ensemble-specific audio, media, and marketing materials aligned with professional standards

- Apply foundational music business and entrepreneurship principles in live ensemble contexts

- Demonstrate effective communication, workflow management, and project execution

- Respond to real-world constraints, deadlines, and professional expectations

- Reflect critically on applied internship experiences and professional growth

Students are expected to follow instructor guidance closely and demonstrate consistent progress through weekly or bi-weekly check-ins. Each meeting with the instructor will conclude with clearly defined goals to be met by the next meeting.

Roles & Responsibilities

Instructor

The instructor coordinates internship placements with School of Music ensemble directors, evaluates student work, and assigns grades. The instructor serves as the primary academic supervisor for the course.

Ensemble Director

The ensemble director communicates ensemble-specific needs (e.g., media, marketing, logistics, management) to the student and instructor and may provide evaluative feedback on student performance.

Course Structure & Weekly Plan

This course follows a **guided internship model**. Tasks may vary by ensemble, but the general progression includes:

Weeks 1–2: Orientation & Foundations

- Course overview and expectations

- Orientation with assigned ensemble director

- Training in communication protocols, workflow management, and project tracking

- Observation of rehearsals and events

Weeks 3–4: Event Logistics & Support

- Introduction to stage management and event flow

- Development of logistics checklists and operational plans

Weeks 5–6: Media Documentation

- Photo and short-form video capture

- Visual consistency and branding alignment

- Introduction to basic media editing for promotional use

Weeks 7–8: Promotional Materials

- Design of flyers, programs, or posters

- Drafting social media content

- Instructor review and approval workflows

Weeks 9–14: Marketing & Publicity Strategy

- Scheduling promotional releases

- Audience targeting and outreach

- Cross-promotional opportunities

- Audience engagement strategies (pre-event posts, surveys, feedback collection)

Weeks 15–16: Reflection & Evaluation

- Final portfolio submission documenting completed work

- Reflective analysis connecting internship tasks to music business practice

- One-on-one evaluation with instructor

- Written feedback from ensemble director

Required & Recommended Materials

Required:
Readings and professional resources provided by the instructor via Canvas.

Recommended:
Allen, P. *Artist Management for the Music Business: Manage Your Career in Music; Manage the Music Careers of Others.*

Assessment & Grading

Evaluation is based on progress, professionalism, and the ability to meet assigned goals. Expectations and goals may vary depending on student experience level and ensemble needs.

Assessment components include:

- Consistent engagement and communication

- Completion and quality of assigned tasks

- Professional conduct and reliability

- Final portfolio submission

- Reflective understanding of applied music business practice

Students may inquire about their progress at any point during the semester.

General Evaluation Rubric

Student performance in this course is evaluated holistically using the criteria below. Because internship responsibilities vary by ensemble, grading emphasizes professional conduct, progress toward goals, and quality of work, rather than identical outputs across students. Because this is an internship-based course, grades are determined holistically using the General Evaluation Rubric rather than through point-based or percentage-weighted assignments.

Criteria	Exemplary (A)	Satisfactory (B–C)	Unsatisfactory (D–E)
Engagement & Reliability	Consistently engaged; meets or exceeds agreed-upon commitments; communicates proactively	Generally reliable; occasional lapses in communication or follow-through	Frequently unreliable; missed commitments or poor communication

Quality of Work	Work meets professional standards; demonstrates care, polish, and attention to detail	Work is functional but uneven or requires revision	Work is incomplete, careless, or below acceptable standards
Responsiveness to Feedback	Incorporates feedback effectively and promptly; demonstrates growth	Incorporates feedback inconsistently	Fails to respond to or apply feedback
Professional Conduct	Demonstrates professionalism, initiative, and respect in all interactions	Conduct generally appropriate with minor issues	Unprofessional behavior or lack of accountability
Progress Toward Goals	Demonstrates clear, measurable progress toward assigned goals	Progress is evident but limited	Little to no meaningful progress
Reflection & Learning	Reflection demonstrates thoughtful connection between internship work and music business practice	Reflection is present but surface-level	Reflection absent or lacks insight

Portfolio Requirement (Required for Course Completion)

All students must submit a **final portfolio** documenting internship work completed during the semester. The portfolio should include appropriate evidence such as media assets, promotional materials, planning documents, or reports, along with a brief reflective summary.

Grades in this course reflect the degree to which students demonstrate professionalism, responsibility, progress, and applied learning within their assigned internship context.

Grading Scale

Numerical Grade	Letter Grade

93–100	A
90–92	A-
87–89	B+
83–86	B
80–82	B-
77–79	C+
73–76	C
70–72	C-
67–69	D+
63–66	D
60–62	D-
0–59	**E**

Materials and Supply Fees

There are no required materials or supply fees for this course beyond standard access to Canvas and internet-enabled devices. Students must have regular access to a laptop capable of creating presentations, viewing digital platforms, and submitting professional-quality written and visual work. A Canvas course site has been established for this course. Students should access course materials, assignments, announcements, and discussions via: **https://ufl.instructure.com.**

University Policies & Resources

Academic Policies

https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Attendance and Make-Up Work
Requirements for class attendance, participation, and make-up exams or assignments are consistent with University of Florida academic regulations. Students are expected to attend all class sessions as a demonstration of professional responsibility and preparedness. Because this course operates in a presentation- and application-based format, regular attendance is essential.

All assignments are due by the stated deadline. Late work will not receive credit unless prior approval has been granted by the instructor or the student provides documented, verifiable

justification for the delay. Requests for extensions must be communicated in advance of the deadline whenever possible. Submissions made after the due date without prior approval or documented justification will receive a grade of zero, regardless of how soon after the deadline they are submitted. Approval of late work is granted solely at the discretion of the instructor and is not guaranteed. Students should not assume that late submissions will be accepted without explicit confirmation.

Students with Disabilities
Students with disabilities who experience learning barriers and wish to request academic accommodations must register with the Disability Resource Center (DRC). Information on how to begin this process is available through the "Get Started with the DRC" webpage. Students should share their accommodation letter with the instructor and discuss access needs as early as possible in the semester.

Professional Communication
Students are expected to communicate using their official UF email account. All correspondence should reflect professional norms, including appropriate greetings, clear subject lines, and signed messages. Emails sent Monday–Friday can typically expect a response within 24 hours. Weekend responses are not guaranteed.

Technology & Classroom Conduct
Laptops, tablets, and mobile devices are permitted for course-related purposes only. Non-instructional use (texting, browsing, personal media) during class is not permitted. Students are expected to engage fully and professionally during class sessions.

Use of Artificial Intelligence (AI)
AI tools may be used for brainstorming, outlining, or preliminary research. However, all submitted work must reflect the student's original analysis, voice, and professional judgment. AI-generated final submissions or undisclosed reliance on AI beyond planning stages may be treated as academic integrity violations.

Grading Policies
This course follows University of Florida grading policies for assigning grade points. Information regarding UF grading standards may be found through the University Grades and Grading Policies.

Course Evaluations (GatorEvals)
Students are expected to provide professional and respectful feedback on the quality of instruction by completing course evaluations online through GatorEvals. Evaluations may be accessed via:
- The email notification sent to students
- The Canvas course menu under "GatorEvals"
- The central portal at https://my-ufl.bluera.com

Guidance on providing constructive feedback is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available at https://gatorevals.aa.ufl.edu/public-results/.

Academic Integrity

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, the following pledge is either required or implied:
> "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The Student Conduct Code outlines behaviors that constitute academic dishonesty, including cheating and plagiarism, as well as potential sanctions. Students are expected to uphold these standards at all times. Additional information is available through the UF Conduct Code website. Questions or concerns regarding academic integrity should be directed to the instructor.

In-Class Recording Policy

Students are permitted to record audio or video of class lectures under the following limited conditions:

Permissible uses include:
1. Personal educational use
2. Use in connection with a formal complaint to the University
3. Use as evidence in, or preparation for, a criminal or civil proceeding

All other uses are prohibited. Students may not publish, share, or distribute recorded lectures without the prior written consent of the instructor.

A "class lecture" includes instructor-led educational presentations intended to inform or teach enrolled students, including instructor-guided discussions. It does not include lab sessions, student presentations, assessments, field trips, or private conversations.

To "publish" means to share or distribute a recording or transcript in any format or medium, including posting to social media, websites, or third-party services. Unauthorized publication may subject a student to disciplinary action under UF Regulation 4.040 and/or civil liability.

Academic and Student Support Resources

E-Learning Technical Support
UF Computing Help Desk
Phone: 352-392-4357
Email: helpdesk@ufl.edu

Career Connections Center
Reitz Union, Suite 1300
Phone: 352-392-1601
Career planning, internships, and professional development support.

Library Research Support
Phone: 866-281-6309
Email: ask@ufl.libanswers.com

Teaching Center / Academic Resources
1317 Turlington Hall
Phone: 352-392-2010
Private appointments: 352-392-6420
Email: teaching-center@ufl.edu

Writing Studio
Daytime: 2215 Turlington Hall | 352-846-1138
Evening: Library West, Room 339
Support with brainstorming, drafting, formatting, and revising written work.

Public Speaking Lab
Dial Center, 501 Rolfs Hall
Email: publicspeakinglab@clas.ufl.edu
Assistance with developing, organizing, and practicing presentations.

Academic Complaints
Office of the Ombuds
Visit the Complaint Portal webpage for procedures and support.

Enrollment Management Complaints
(Registrar, Financial Aid, Admissions)
See the Student Complaint Procedure webpage for details.

Health, Wellness, and Student Success

UF Student Success Initiative
Resources supporting academic and personal success: https://studentsuccess.ufl.edu/

UF Whole Gator
Comprehensive health and wellness resources supporting physical, mental, and emotional well-being: https://one.uf.edu/whole-gator/discover