

Strategic Music Entrepreneurship Development

MUM 4051 & MUM 6007 - Spring Semester

Credits: 3

Class Periods: TBA

Location: 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 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. Materials can be found in the Discussions and Announcements tabs in Canvas.

Recommended Materials

- *Beyond Talent: Creating a Successful Career in Music* by Angela Myles Beeching
2010. 2nd edition. Print ISBN: 978-0195382594
- *Minding Your Business: A Guide to Money and Taxes for Creative Professionals* by Martin Kamenski
2012. 1st edition. Print ISBN: 9781458437853
- *The Savvy Musician: Building a Career, Earning a Living, and Making a Difference* by David Cutler
2009 1st edition. Print ISBN: 9780982307502
- *The Savvy Music Teacher: Blueprint for Maximizing Income and Impact* by David Cutler
2015 1st edition. Print ISBN: 9780190200824

Course Delivery:

The course meets once 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.

Timeline & Description of Assignments:

Discussions 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.

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.

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

Course Calendar

Weeks 1 - 8 Assignments

- Entrepreneurial Readiness for a Post-COVID Multimodal Creative Economy
- Establish The Pillars for Your Creative Enterprise (The Business Plan)
- Professional, Promotional, and Legal Documents for Creative Professionals
- Digital Marketing & Strategic Communications for Creative Professionals
- How to do it Well: Leveraging, Scaling, Translating, and Developing Your Clientele/Fanbase Consumer in Digital and Physical Marketplaces.
- Negotiations: Conveying Your Value

Weeks 9 - 15 Assignments

- Opportunities in Joint-Venture Sectors (i.e., Non-Profit, For-profit industry, & Academia)
- Endorsement and Sponsorship Assignments
- Understanding Taxes for Creative Professionals & Business Models
- Establishing Gigs & Applied Lessons
- Artist Management for Musicians and Other Creative Professionals

Week 16 Final Project

- FINAL: Pitch Presentation or Research Project

Evaluation of Grades: Assignment & Percentage of Final Grade

- Homework Sets (9) 10%
- Midterm Project 30%
- Final Project 30%
- Research Project 10%
- Weekly Online Discussions 15%
- Class Participation 5%

Software piracy is illegal. Please follow the university policies on computer usage: [http://www.it.ufl.edu/policies/ acceptable-use/summary/](http://www.it.ufl.edu/policies/acceptable-use/summary/)

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 will require written documentation that the student has been excused from school during the time in question. Without this approval we cannot issue a make-up. This includes all requests for permission to grant a make-up for personal issues involving family, work, deaths, hardships, marriages, pregnancies, illnesses, financial problems, etc. We do apologize for this inconvenience, however, in order to be ethically in good standing, this documentation is needed to ensure the accuracy of all claims made.

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

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.

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.
- *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.
- *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.