

Strategic Music Entrepreneurship Development

MUM 4051 & MUM 6007 - Spring Semester

Credits: 3

Class Periods: W (4:05-7:05pm - Online)

Location: To Be Announced (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

Website: www.derrislee.com

Email: dlee25@ufl.edu

Office Hours: By Appointment

Course Description:

This course aims to equip music students with a comprehensive foundation, resources, and skill set to enhance their marketability and success as music entrepreneurs post-graduation. Students will cultivate skills in business understanding, legalities, communication arts, innovative content creation, and niche development within the realm of music entrepreneurship.

Course Pre-Requisites / Co-Requisites:

Intended for graduate music students. Non-music majors may enroll with instructor's permission.

Course Objectives: Students will:

- Develop effective professional documents (e.g., resume, curriculum vitae, cover letter) and promotional resources (e.g., website, business card, concert flyer, promotional video, album artwork).
- Implement marketing strategies on social media platforms and crowdfunding sites for optimal brand and product promotion.

- Customize press kits for specific music companies, employers, and consumer audiences.
- Gain financial management skills (taxes, income, expenses) and understand various business models encountered in their careers (sole proprietorship, corporations, partnerships, LLCs, etc.).
- Set monetary rates for different settings and acquire performance and educational opportunities.
- Create appropriate contracts for record deals, concerts (riders), music teaching, and production services.
- Learn about endorsement deals with music merchants.
- Research and analyze successful music entrepreneurs' business, marketing, and entrepreneurial strategies.

Materials and Supply Fees:

A Canvas course site has been set up for this course. Access it using a web browser: <https://ufl.instructure.com>

Required Materials:

Selected articles, videos, personal slides, and learning materials provided by the instructor on Canvas in the Discussions and Announcements tabs.

Recommended Materials:

- "Beyond Talent: Creating a Successful Career in Music" by Angela Myles Beeching, 2nd edition
- "Minding Your Business: A Guide to Money and Taxes for Creative Professionals" by Martin Kamenski, 1st edition
- "The Savvy Musician: Building a Career, Earning a Living, and Making a Difference" by David Cutler, 1st edition
- "The Savvy Music Teacher: Blueprint for Maximizing Income and Impact" by David Cutler, 1st edition

Course Delivery:

The course meets weekly. Class time includes reviewing discussions and assignments, core knowledge lectures, applying knowledge through activities, content creation, and role-playing. Notes and questions are encouraged. Group activities help synthesize information and create relevant projects.

Timeline & Description of Assignments:

Discussions (by Sunday, 11:59 pm), Homework Assignments (Weeks 1-8, due Friday of Week 7, 11:59 pm), Midterm Project (Week 8, due Friday, 11:59 pm), Homework Assignments (Weeks 9-15, due Friday of Week 15, 11:59 pm), Final Project (Week 16, due Friday, 11:59 pm).

Course Calendar:

Weeks 1 - 8 Assignments:

- Entrepreneurial Readiness in a Post-COVID Multimodal Creative Economy
- Establishing Pillars for Your Creative Enterprise (Business Plan)
- Professional, Promotional, and Legal Documents for Creative Professionals
- Digital Marketing & Strategic Communications for Creative Professionals
- Effective Clientele/Fanbase Development in Digital and Physical Marketplaces
- Negotiations: Communicating Your Value

Weeks 9 - 15 Assignments:

- Exploring Joint-Venture Opportunities (Non-Profit, For-Profit, Academia)
- Endorsement and Sponsorship Assignments
- Understanding Taxes for Creative Professionals & Business Models
- Gigs & Applied Lessons
- Artist Management for Musicians and Creative Professionals

Week 16 Final Project:

Pitch Presentation or Research Project

Evaluation of Grades:

- Assignments (18): 50%
- Midterm Project: 30%
- Final Project: 10%
- Weekly Online Discussions: 10%

Software Usage:

Follow university policies on computer usage: <http://www.it.ufl.edu/policies/acceptable-use/summary/>

Make-ups for Exams or Other Work:

Make-ups require documented excusal from the specified time. No make-up without documented approval.

Cheating and Plagiarism:

Adhere to the Honor Pledge. Refer to the Conduct Code for violations and sanctions. Contact instructor or TAs for questions or concerns.

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 or call 352-392-1575. You can also visit the U Matter, We Care website to refer or report a concern. A team member will reach out to the student in distress.

- **Counseling and Wellness Center:** For crisis services and non-crisis services, visit the Counseling and Wellness Center website or call 352-392-1575.
- **Student Health Care Center:** To find the care you need, call 352-392-1161 anytime for 24/7 information. You can also visit the Student Health Care Center website.
- **University Police Department:** In case of emergencies, call 352-392-1111 (or 9-1-1). For general information, visit the UF Police Department website.
- **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. More information can be found on 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:** Reach out to the UF Computing Help Desk at 352-392-4357 or email helpdesk@ufl.edu.
- **Career Connections Center:** Located in Reitz Union Suite 1300, you can contact them at 352-392-1601 for career assistance and counseling services.
- **Library Support:** Various assistance options are available for using the libraries and finding resources.
- **Teaching Center:** For general study skills and tutoring, you can visit Broward Hall or call 352-392-2010. To make an appointment, call 352-392-6420.
- **Writing Studio:** Find support at 2215 Turlington Hall or call 352-846-1138.
- **Student Complaints On-Campus:** Visit the Student Honor Code and Student Conduct Code webpage for more information.
- **Online Student Complaints:** Refer to the Distance Learning Student Complaint Process for details.

Contact Information:

For instructor contact, office hours, or other assistance, refer to the respective sections above.