

Artist Management and Touring MUCE 4050/5050

**Online Only via Canvas**

Instructor: Professor Jessica Muñiz

Assistant Professor of Music Business

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**Office Hours:** By Appointment (please contact me via email)

Room MU143 or via Zoom  
**Zoom ID**: 545 725 2137 ● **Passcode**: music123

**Overview:**

This course covers the basic principles of musical artist and talent management and development in both commercial and classical/jazz industries. Upon completion of this course, students will be able to present concrete strategies to artists in order to help accelerate their growth, apply key methods for success in artist and touring management (either in managing other artists or self-managed artist), establish innovative and strategic artist plans to increase the chances of success, and recognize the important business contracts and financial documents required in artist management.

**Required Materials:**

● Allen, Paul, *Artist Management for the Music Business - Manage Your Career in Music: Manage the Music Careers of Others*, Fifth Edition. New York: Imprint Focal Press, 2022. (eBook ISBN: 9781003179009)

\*Though not required, the fourth edition of the book is available on Audible for alternative learning.

**Online Resources:**   
[LinkedIn Learning](https://sso.unt.edu/idp/profile/SAML2/Redirect/SSO%253Bjsessionid=196757BEF347F2C0706403510D65075A?execution=e1s2): sign in using your UNT ID to access content

<https://www.musicbusinessworldwide.com/>

**Recommended Podcasts:**   
The B.O.M.B. Podcast: <https://www.professorbutler.com/>

The New Music Business with Ari Herstand  
Bobby Owsinski's Inner Circle Podcast  
Your Morning Coffee Podcast

**Recommended Books (not required)**   
All You Need to Know About the Music Business (Donald S. Passman)

**Required attendance to Music Business Departmental:**   
Students enrolled in this class are required to attend departmental meetings on Wednesdays of each month from 11am-11:50am CST in the Recital Hall. This is a fine opportunity to introduce yourself and connect with music industry guest speakers and your peers. Students who cannot attend the departmental live must notify the instructor and are required to watch the video recording and complete a short writing assignment that they must turn the last week of the course. Students attending in person do not need to complete a writing assignment. The first department will be on August 27, 2025.





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**Required 1:1 meeting with your course instructor:**  
Students enrolled in this course are required to schedule at least one meeting with your professor between weeks 3-6 of the course. Please email your instructor to schedule the 1:1 meeting. There will be a final grade penalty for students who do not schedule the meeting during this time.

**Requesting Feedback:**

A primary objective of this course is to equip you with the necessary skills to thrive in a professional work environment.

Effective communication is paramount in any such setting, whether you are an employer or an employee. It is essential for

this point to be emphasized, as your instructor cannot anticipate the specific questions or concerns that each student may

have. Your instructor is committed to supporting your learning journey and ensuring your success in this course. If you

require feedback on an assignment or have inquiries regarding your grade, your instructor is more than happy to assist in

Zoom sessions or in-person meetings. Your instructor maintains an approachable demeanor and is here to offer support.

Please do not hesitate to reach out to them or wait until the near end of the course to request feedback.

**Optional Zoom Check-In:**

Your instructor will hold an open zoom session where you can ask questions about course content. The check-ins will take place on select Wednesdays at 4:30pm CST (unless otherwise indicated). You are not required to attend these zoom sessions, but it is an opportune moment for you to connect with your instructor and your course peers. These zoom sessions will not be recorded. Students will be notified at least 24 hours in advance when Zoom check-ins will take place. You can still request an appointment to meet with your instructor if you are not able to attend the check-in.

**GenAI:**

In this course, the use of GenAI tools is generally welcomed and even encouraged **when cited appropriately,** provided the final product reflects the student’s creative input and decision-making **(i.e. do not copy and paste directly what the AI provides).**

**Main Course Projects**

**Artist Career Plan:**  
Students will be expected to create an artist career plan for either themselves or another artist. The artist career plan should include artist bio, artist evaluation, manager evaluation, established goals/timelines (e.g. touring schedule, publishing deal), target market research and detailed plan to reach that market, business framework, financial plan, and exit strategy. All artist career plans must be viable ventures that could potentially bring a steady source of income for the artist. Appendix D of your textbook will be a top source to complete this plan. Throughout the course, students are encouraged to submit sections of the artist career plan to the instructor for critiques and review.

**Artist Management Video Pitch**: \****video must be uploaded to canvas***\*  
Students have the choice to complete only one of two scenarios. The semester reading assignments will assist with putting the pitch together. All videos will be uploaded under the Discussions tab in Canvas and each student will need to respond to at least 3 videos (graduate students 4 videos) - providing constructive feedback. Here are the scenarios:

1. Pretend that you are an artist manager. An A&R scout for a major record label (Sony, Warner, Universal) has agreed to meet with you to discuss a possible deal signing for your artist. You can pitch an existing unsigned artist or create a hypothetical artist. You only have 7-8 minutes to pitch your artist. Create a video presentation of you pitching your artist to that label. Be as creative yet concise as possible.

2. Pretend that you are an artist manager and you have been asked by the artist's record label to pitch your artist to be a brand ambassador for a major clothing or beverage company. The artist can be established or an unsigned artist. You only have 7-8 minutes to present your pitch. Create a video presentation of you pitching your artist. Be as creative yet concise as possible.

**Grading**

Grading for this course is on a points scale.

**A= 900-1000pts, B= 840-899pts, C= 760-839pts, D= 680-759pts, F= 0-679pts**

Introduce Yourself 10pts

Discussion Posts 140pts

Assessment Essays 150pts

Quizzes (4) 300pts

Artist Management video “pitch” 150pts

Complete Artist Career Plan 150pts

Final Exam 100pts

**Total: 1000pts**

**Late Submissions**

Any assignment or presentation made after the required canvas due date/time will be considered late and will not receive full credit (or any credit). Grades of Incomplete (I) are only given during the last few weeks of the semester to students in the most select of circumstances (such as sudden illness or family emergency) to students who are passing in the course at that time. Please see me if you have questions.

**Course policy for attendance, participation, and absences**

Canvas discussion attendance and participation is mandatory and imperative in order for you to reap the full benefits of this class. This class is intended to prepare you for the professional workplace. Therefore, you must demonstrate diligence and a proactive attitude that positively reflects your work ethic--just like you would in a real work environment. It is your responsibility to complete all coursework and submitting it on time. If you have a legitimate emergency, please provide official verification to receive a deadline extension for coursework. Please note: If you submit coursework late more than two times, your grade will drop one full letter. This only applies to students who do not have prior permission from the instructor to submit coursework late. Students are also required to set up a zoom one-on-one meeting with the course instructor by the third week of class.

**Fall Term Schedule 2025 (Oct 13-Dec 12)**  
*\*Syllabus is subject to modification but not without notification\**

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| --- |
| **Week 1:**  Introduction Assignment Artist Management and Its Principles  Preparing to Manage |
| **Week 2:**  Entrepreneurship and Basic Money Management  Preparing the Artist to be Managed |
| **Week 3:** Lessons in Artist Management The Indie Artist |
| **Week 4:** The Artist Management Contract  Planning Primer for the Artist Manager |
| **Week 5:**  The Artist as a Business and a Brand  Live Performance and Merchandise Income |
| **\*\*Fall Break: 11/24-11/30\*\*** |
| **Week 6:** Income from Songwriting and Recording |
| **Week 7:**  Conducting Business for the Artist  Mentors, Coaches, Leaders  ***\*****Artist Management Video Pitch Due\* & Responses to Artist Management Video Pitch Due* |
| **Week 8:**  *Final Exam\*\**  Final Artist Career Plan due |

**UNT Resources and Policies**

**ACADEMIC INTEGRITY**

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students (Office of Academic Integrity), who may impose further penalty. According to the UNT catalog, the term “cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

See:  [Academic Integrity](https://policy.unt.edu/policy/06-003) LINK:  <https://policy.unt.edu/policy/06-003>



**STUDENT BEHAVIOR**

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc.

See: [Student Code of Conduct](https://deanofstudents.unt.edu/conduct)

Link: <https://deanofstudents.unt.edu/conduct>

**ACCESS TO INFORMATION – EAGLE CONNECT**

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account.  For more information, please visit the website that explains Eagle Connect.

See:  Eagle Connect

LINK:   eagleconnect.unt.edu/

**ODA STATEMENT**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter. You can now request your Letters of Accommodation

ONLINE and ODA will mail your Letters of Accommodation to your instructors. You may wish to begin a private discussion with your professors regarding your specific needs in a course. Note that students must obtain a new letter of accommodation for every semester.For additional information see the Office of Disability Access.

LINK: [disability.unt.edu/](http://disability.unt.edu/)

Phone: (940) 565-4323

**Health and Safety Information**

Students can access information about health and safety at: [https://music.unt.edu/student-health-and-wellness](http://www.apple.com)

**Registration Information for Students**Link: <https://registrar.unt.edu/students>

**Academic Calendar, Spring 2025**Link: <https://registrar.unt.edu/registration/fall-academic-calendar.html>

**Final Exam Schedule**

See: <https://registrar.unt.edu/exams/final-exam-schedule/fall>

**Financial Aid and Satisfactory Academic Progress**

**Undergraduates**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total hours registered. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

Students holding music scholarships must maintain a minimum 2.5 overall cumulative GPA and 3.0 cumulative GPA in music courses.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.  
LINK: <http://financialaid.unt.edu/sap>

**Graduates**  
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 3.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Music scholarships require a 3.5 cumulative GPA. Students cannot exceed maximum timeframes established based on the published length of the graduate program. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended you schedule a meeting with an academic advisor in your college, an advisor in UNT-International or visit the Student Financial Aid and Scholarships office to discuss dropping a course.   
Link: [http://financialaid.unt.edu/sap](http://www.apple.com)

**RETENTION OF STUDENT RECORDS**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates.

Link: <http://ferpa.unt.edu>

**COUNSELING AND TESTING**

UNT’s Center for Counseling and Testing has an available counselor whose position includes 16 hours per week of dedicated service to students in the College of Music and the College of Visual Arts and Design. Please visit the Center’s website for further information:  
Link:<http://studentaffairs.unt.edu/counseling-and-testing-services>

For more information on mental health resources, please visit:

See: [Mental Health Resources](https://disparities.unt.edu/mental-health-resources)

Link:  <https://disparities.unt.edu/mental-health-resources>

**ADD/DROP POLICY**

Please be reminded that dropping classes or failing to complete and pass registered hours may make you ineligible for financial aid.  In addition, if you drop below half-time enrollment you may be required to begin paying back your student loans.  See Academic Calendar (listed above) for additional add/drop Information.

Drop Information:  <https://registrar.unt.edu/registration/fall-academic-calendar.html>

**STUDENT RESOURCES**

The University of North Texas has many resources available to students. For a complete list, go to <https://success.unt.edu/aa-sa-resources>  
Note: A printer-friendly PDF version is available by clicking the green button on the home page

**CARE TEAM**

The Care Team is a collaborative interdisciplinary committee of university officials that meets regularly to provide a response to student, staff, and faculty whose behavior could be harmful to themselves or others.  
Link: <https://studentaffairs.unt.edu/care-team>