Music Business and Entrepreneurship (MUCE 4000) - Fall 2020

Monday/Wednesday/Friday from 1:00-1:50 PM
Instructor: Megan Heber

Office Hours: By Appointment Only
E-mail: megan.heber@unt.edu

Zoom Meeting Rooms
MUCE 4000 - 943 1752 2768
Entrepreneurship Departmentals - 978 9592 6939

Overview:

This course will provide students with hands-on experience in planning and launching a musical venture. Upon completion of this course, students will have compiled a professional portfolio, created or improved their own websites, and will have implemented a plan of action for a music business plan based on their specific interests and needs. Students may also be referred to other UNT faculty and alumni for more information and potential networking opportunities to support their ventures. Through readings, lectures, case studies, assignments, classroom and guest presentations, students will become acquainted with the entrepreneurial strategies and diverse trends used to embark in professional music careers.

Materials needed:

- We will be using the online platform **Coro by iCadenza.** Coro is a music entrepreneurship educational platform providing online video micro-courses, weekly coaching labs, and access to a Facebook community. We will be using this resource extensively in this class. Please purchase a semester access pass ($49) by going to https://avocado.thrivecart.com/icadenza-career-library/
- On the days when you or your classmates are presenting the six sections and the final pitch of your business plan, please bring a laptop to class. You will leave feedback on the Canvas Discussion Board for each classmate while they are presenting. If you do not have a laptop, you can use your student ID to sign one out in the CoM computer lab.
- Folder or binder to organize all handouts.
- An additional online resource we'll use will be **LinkedIn Learning**. As a UNT student, you have access to a free membership. In order to view the assigned LinkedIn Learning videos in this syllabus, please visit the linkedin.com/learning website and sign in using your my.unt email and organization portal.
- **Eastmann Case Studies** Available online through our music library. You need to login to access the studies using your EUID.
  https://digital.library.unt.edu/search/?fq=str_title_serial:%22The%20Eastman%20case%20studies%22

Reef Polling:

We will be using this online class polling system as a way to foster engagement, participation and interaction during class. You are required to register for REEF and bring a device (computer, smartphone or tablet) to class. You may check out a laptop from the Music Computer Lab (MU-239). Because REEF is flexible across devices, you may participate by choosing one of the two options below:
1. REEF Polling app from your appstore

2. REEF Polling website – https://app.reef-education.com

To connect to this course use the link provided in Canvas. For further instructions please refer to the PDF file in the "getting started" module on the home area of Canvas. The REEF polling activities will count towards 10% of your final grade. If you are not in class when a REEF polls is administered, you will receive a zero for that day's participation and attendance grade. No make-ups will be given. Please note that any improper use of REEF by which you are not submitting your own work in class will be considered cheating.

Required attendance to monthly Music Entrepreneurship Departmental:
Students enrolled in this class are required to attend departmental meetings once per month of Wednesdays from 11-11:50 am virtually in a Zoom room Here on the following dates:
● September 2nd
● October 7th
● November 4th

Other Resources:
Beyond Talent (third edition) by Angela Myles Beeching
The Savvy Musician and *The Savvy Music Teacher* by David Cutler
I highly recommend you sign up for the following blogs:
● Angela Beeching's "Monday Bytes" weekly emails. Sign up at: https://angelabeeching.com/blog/
● iCadenza Blog: https://icadenza.com/blog/
● Astrid Baumgardner: http://www.astridbaumgardner.com/category/blog-and-resources/blog/
● https://themarketedmusician.com/
● UNT Music Entrepreneurship Website: www.career.music.unt.edu
● UNT Music Entrepreneurship Competition: http://career.music.unt.edu/competitions/entrepreneurship
● Follow our entrepreneurship program's Facebook page at:
  www.facebook.com/UNTCareerDevelopmentMusic
● Follow our entrepreneurship program's instagram account:
● https://www.instagram.com/untmusiccareer/
● Subscribe to our entrepreneurship program's youtube account
● https://www.youtube.com/channel/UCaNf3UU2kURHASx5uLon42g

Music Entrepreneurship Carrel (458) on reserve in the music library
https://iii.library.unt.edu/search/p?SEARCH=claure
This link refers you to the music entrepreneurship carrel available in the music library. It contains a variety of books and resources related to career development and music entrepreneurship

Additional online resources:
● Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
● UNT Music Entrepreneurship Program Website: www.career.music.unt.edu/resources
● UNT Music Entrepreneurship Competition Winners/Business Plan Prep Resources:
  http://career.music.unt.edu/competition
● Follow our Facebook page at https://www.facebook.com/UNTMusicEntrepreneurship/

- Bobby Borg: http://www.bobbyborg.com/advice/articles
- http://21cm.org/category/21cm-u/

Various additional career development and music entrepreneurship articles/videos will be assigned throughout the course.

Online enrollment requirements for music entrepreneurship departmental:
To access certain course content for our music entrepreneurship departmental, students need to self-enroll in **Canvas**. To self-enroll, simply follow the link below:
https://unt.instructure.com/enroll/C7A367

COURSE PROJECTS

Music Business Plan:
This will consist of a business plan for an entrepreneurial project—such as a CD, a book of compositions/arrangements, launching a new ensemble, a music studio, a music festival or concert series, a community outreach program, etc. The plan can be based on an existing business or a new business. Feedback on each component of the business plan will be provided throughout class discussions and presentations. Students will be expected to incorporate the recommended revisions into the final oral and written presentation. All business plans must be viable ventures that could potentially become a source of income.

Professional Portfolio:
During the semester, students will periodically submit assignments to compile a professional portfolio. This will include a bio, high-quality pictures, a video sample of their work, all integrated into a website. If students already have a website with some of these materials, they will be given systematic feedback to improve and expand their website/portfolio as needed.

Required materials for portfolio: professional-quality headshots, action photos (you doing what you say you do), high-quality performance videos consisting of at least 10-minutes worth of featured performances (not just ensembles). Please review the "photographers and videographers" page under "resources" on our program's website.

Grading system:
Complete Music Business Plan
- Written submission (all 6 sections)   **30%**
- In class final oral presentation "elevator pitch" (with Powerpoint)   **10%**
- Website   **30%**
- Participation   **30%**
(Classroom attendance and discussion board comments)

The music business plan and promotional materials will be evaluated based on specific rubrics which will be available on Canvas.

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Late submissions:
Unless otherwise indicated, **all assignments are due by 10AM on the date listed on the syllabus. Any assignment or presentation made after the due date/time will be considered late**. If you submit your assignment at 12:01 pm on the due date, it will be considered one day late.

Assuming the content is thorough:
Submitted on time: A
Submitted one day late: B
Submitted two days late: C
Submitted after that: no 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:

Attendance and participation is mandatory and imperative in order for you to reap the full benefits of this class and to receive a grade. 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. You are expected to be on time and to come prepared to each class meeting. It is your responsibility to have completed the reading/video assignments and to have submitted comments in Canvas according to the syllabus' weekly schedule. If you have a legitimate emergency, please provide an official written medical or other similar verification before class. The entire group class session begins promptly at 10:00am. If you are absent, assignments are still due on the date announced in class and it is your responsibility to make up the work that you missed during that particular class period. If you have an unusual circumstance that causes you to be late, please enter quietly without disrupting your colleagues. If you are unable to attend the departmental meetings every other Wednesday, you must provide written documentation explaining the schedule conflict and request approval to be dismissed from these monthly Wednesday meetings.

COVID-19 impact on attendance
While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent as to what may be preventing you from coming to class so I may make a decision about accommodating your request to be excused from class.

Career Connect Reflection
As part of this course you will be required to complete a reflection component on the assignments you completed in class. You will be able to access these reflection components via the Foliotek link on Canvas.

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Your reflection submission will provide you with an opportunity to reflect on your assignment submission experiences as well as provide feedback for your instructor.

Learning Center Support Services
For additional academic learning support, be sure to contact the Learning Center. You may find more information at: https://learningcenter.unt.edu

Writing Lab
Students can access free writing tutoring through the Writing Lab. For more information visit: http://writinglab.unt.edu

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.
LINK: https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity.Final_.pdf

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.
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.
LINK: eagleconnect.unt.edu/

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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 Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation.
LINK: disability.unt.edu
Phone: (940) 565-4323

UNT Policy Statement on Diversity
UNT values diversity and individuality as part of advancing ideals of human worth, dignity and academic excellence. Diverse viewpoints enrich open discussion, foster the examination of values and exposure of biases, help educate people in rational conflict resolution and responsive leadership, and prepare us for the complexities of a pluralistic society. As
such, UNT is committed to maintaining an open, welcoming atmosphere that attracts qualified students, staff, and faculty from all groups to support their success. UNT does not discriminate on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity,
gender expression, age, disability, genetic information, or veteran status in its application and admission process, educational programs and activities, employment policies and use of university facilities.
Link: https://ied.unt.edu/diversity-inclusion

2020-2021 Semester Academic Schedule (with Add/Drop Dates) See: Fall Registration Guide Link:
https://registrar.unt.edu/registration/fall-registration-guide
Academic Calendar at a Glance, 2020-2021 See: Academic Calendar Link:
https://www.unt.edu/catalogs/2020-21/calendar Final Exam Schedule Note: See updates on the final exam schedule at Fall 2020
Instructional Guide See: Final Exam Schedule 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 registered hours per term. 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

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

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/

Responding to Students in Distress: UNT Care Team

Please visit the CARE Team website to tips to recognize students in distress and what you need to do in cases of extreme behavior or references to suicide.
Link: http://studentaffairs.unt.edu/care

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:
http://studentaffairs.unt.edu/counseling-and-testing-services. For more information on mental health issues, please visit: https://speakout.unt.edu.
The counselor for music students is: Myriam Reynolds | Chestnut Hall, Suite 311 | (940) 565-2741 | Myriam.reynolds@unt.edu

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. After the 12th class day, students must first submit a completed "Request to Drop" form to the Registrar's Office. The last day for a student to drop a class in Spring, 2020 is March 30th. Information about add/drop may be found at: Link:
https://registrar.unt.edu/registration/fall-add-drop

Student Resources

The University of North Texas has many resources available to students. For a complete list, go to:
Link: https://www.unt.edu/sites/default/files/resource_sheet.pdf

Related Field in Music Entrepreneurship

The Related Field in Music Entrepreneurship is a selective program for eligible graduate music students. It provides a framework for advanced coursework and internship opportunities in music entrepreneurship, arts administration and management, business, communication, networking, leadership, marketing, and additional subjects. Students who complete the related field will further develop their entrepreneurial skills and music business experience. While admission in the related field is limited and competitive, music entrepreneurship courses are open to all students who meet the relevant prerequisites. Interested applicants must contact their major field professors and/or area advisors to decide if this is an option for their degree plan.

Qualifications

- Successful completion of the MUCE-5000 (The Musical Entrepreneur) or equivalent. *Application can be submitted during the last week of classes in the semester in which students take the MUCE 5000 class.
- Students with demonstrated experience launching a music-related venture—either non-profit or for-profit—will be preferred. Examples include Sole Proprietorship, LLC, S-Corp, C-Corp, Partnership, or any other type of business entity.
- Students with experience in performing arts management and/or administration may also qualify. Examples include working for an existing musical organization (e.g. a symphony orchestra or choir, a chamber music ensemble, an educational institution, a community outreach musical program, or other). Such experience can be acquired by completing the MUCE 5030 (Practicum in Music Entrepreneurship / Performing Arts Management). Complete application information can be viewed at: http://career.music.unt.edu/related-field

Fall 2020 Term Schedule

Subject to changes and revisions. For updates, please consult the electronic version of the syllabus available in Canvas.

Topics
Week 1:   • Intro to Entrepreneurship in Music   • Finding Your Life's Purpose   • Portfolio Careers and Productivity   • The Entrepreneurial Mindset   • Finding Your Strengths   • Mission Statements   • Finding Your "Why"   • Understanding the Musical Ecosystem   • Goal Setting
Week 2:   • Music Business Plan Overview   ○ Executive Summary
Week 3:   • Preparing to Write Your Plan   • Executive Summary Presentations   ○ In-class student presentations and feedback

Week 4:
 • Business Plan:
    ○ Marketing Fundamentals
 • Marketing Analysis
    ○ In-class student presentations and feedback

Week 5:
 • Business Plan:
    ○ Marketing
    ○ Management

Week 6:   • Management & Business Structure Presentations   ○ In-class student presentations and feedback

Week 7:
 • Business Plan:
    ○ Operations
    ○ Financials
 • Understanding Financial documents (income statement, cash flow, balance sheets), creating a Profit First financial system

- Break-even analysis
- Creating financial models and income projections for your career and business
- Profit First Financial Management System for entrepreneurs

Week 8:
- Financial analysis review
- Operations presentations
  - In-class student presentations and feedback

Week 9:
- Financial presentations
  - In-class student presentations and feedback

Week 10:
- Presentation Strategies
- Perfecting Your Pitch and Review of Business Plan Summary Statements
- Complete Music Business Plan Presentations
  - In-class student presentations and feedback

Week 11:
- Complete Music Business Plan Presentations Continued
  - In-class student presentations and feedback
- Creating Promotional Materials

Week 12:
- Bio Writing Workshop
- Website Design Basics
- Producing and Releasing Recordings
- Copyright Basics, Performing Rights Organizations (PROs)
- Music Publishing, Music Contracts

Week 13:
- Management, Booking, Touring, Self-Producing Concerts
- Crowdfunding
- Financial Management for Musicians

Week 14:
- Financial Management (continued)
- Networking/The Entrepreneurial Mindset
- Building Relationships

Week 15:
- In class student website presentations and feedback