



Strategic Music Entrepreneurship Development

MUM 4051 & MUM 6007

Credits: 3

Class Periods: Asynchronous

Academic Term: Fall & Spring Semester

Instructor:

Dr. José Valentino Ruiz-Resto ("Dr. Ruiz")

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Co-Instructor:

Prof. Denis Vasenin

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Office Hours: By Appointment

Office Hours & Consultation Protocol:

Online and By Appointment Only (Request via Email) Consultations: We are committed to providing thorough responses and efficient communication. To achieve this, **we handle all consultations via email.** This method allows us to address your inquiries with greater detail and ensures that we can offer the most accurate and thoughtful guidance. Please feel free to reach out via email to arrange a consultation or to ask questions directly. We will respond as promptly as possible. Should there be a need for further discussion, we can schedule a follow-up meeting. If live interaction is required (in instances where email communication proves insufficient), **we can organize Zoom meetings, which will be recorded for quality assurance purposes.** A summary of what was discussed will be provided via email afterward to ensure the clarity and intent of the consultation related to class assignments are fully understood. Please note, no phone call appointments will be conducted.

Materials and Supply Fees:

A dedicated Canvas course site has been established for this course, accessible via <https://ufl.instructure.com>.

Required Materials:

Students will have access to a curated selection of peer-reviewed articles, including those authored by the instructor and other leading scholars in the field. Additional required materials, such as selected articles, videos, personal slides, and other learning resources, will be provided by the instructor through the Canvas platform, specifically in the Discussions and Announcements sections.

Course Delivery:

This course will be taught asynchronously, allowing students the flexibility to engage with course materials and complete assignments at their own pace within the established deadlines. All lectures, discussions, and resources will be accessible through the Canvas platform, enabling students to tailor their learning experience to fit their individual schedules. Regular communication and updates will be provided to ensure that all participants remain on track throughout the course.

Course Description:

This course offers a comprehensive exploration of the strategic processes involved in launching and sustaining successful music ventures. Students will engage with key concepts of entrepreneurship tailored specifically to the music industry, including opportunity recognition, business model development, financial planning, marketing strategies, and intellectual property management. Emphasizing both theoretical frameworks and practical applications, the course prepares students to navigate the dynamic music business landscape by fostering innovative thinking, strategic planning, and effective decision-making skills. Through case studies, project-based learning, and industry insights, participants will develop the expertise required to create, grow, and manage entrepreneurial endeavors within the music sector.

Course Pre-Requisites / Co-Requisites:

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

Student Learning Outcomes:

1. Develop professional documents such as resumes, curricula vitae, and cover letters, alongside promotional resources like websites, business cards, concert flyers, promotional videos, and album artwork.
2. Implement and optimize marketing strategies across social media platforms and crowdfunding sites to enhance brand visibility and product promotion.
3. Tailor press kits to meet the specific needs of music companies, employers, and target consumer audiences.

4. Acquire financial management skills, including tax planning, income and expense tracking, and an understanding of various business models such as sole proprietorships, corporations, partnerships, and LLCs.
5. Determine appropriate monetary rates for diverse professional settings and secure performance and educational opportunities.
6. Create and negotiate contracts for record deals, concerts (including riders), music teaching, and production services.
7. Gain insights into endorsement deals with music merchants and the processes involved in securing them.
8. Research and analyze the business, marketing, and entrepreneurial strategies of successful music entrepreneurs.

Homework Calendar & Lessons:

Weeks 1-8: Foundations of Creative Entrepreneurship

1. **Week 1: Evaluating Entrepreneurial Potential in the Evolving Music Ecosystem**
 - Focus: Assessing skills, resources, and readiness for entrepreneurship in a digital and post-COVID economy.
2. **Week 2: Designing the Blueprint: Developing a Business Plan for Your Music Venture**
 - Focus: Essential elements of a business plan tailored to creative enterprises.
3. **Week 3: Legal Frameworks and Professional Documentation in the Music Industry**
 - Focus: Creating contracts, copyright notices, and other professional documents crucial for artists.
4. **Week 4: Mastering Digital Marketing: Strategies for Modern Music Entrepreneurs**
 - Focus: Techniques and tools for effective online marketing and audience engagement.
5. **Week 5: Cultivating a Fanbase: Integrating Digital and Traditional Outreach**
 - Focus: Strategies to grow and maintain a fanbase across multiple platforms.
6. **Week 6: Art of Negotiation: Enhancing Your Value in the Music Market**
 - Focus: Negotiation techniques for contracts, rates, and collaborations.
7. **Week 7: Data Analytics for Musicians: Leveraging Information for Strategic Decisions**

- Focus: Using data analysis to inform marketing strategies and business decisions.

8. Week 8: Financial Planning and Management for Music Entrepreneurs

- Focus: Budgeting, financial planning, and management essentials for creatives.

Weeks 9-15: Advanced Strategies and Sector Integration

9. Week 9: Cross-Sector Collaborations: Exploring Synergies Between Music, Tech, and Academia

- Focus: Identifying and developing joint ventures that leverage music, technology, and educational collaborations.

10. Week 10: Securing Sponsorships and Endorsements: A Practical Approach

- Focus: Methods to attract and negotiate endorsement deals and sponsorships.

11. Week 11: Navigating the Tax Landscape for Musicians

- Focus: Understanding tax obligations and planning for musicians.

12. Week 12: Innovative Business Models for the Modern Music Entrepreneur

- Focus: Exploring and evaluating new and traditional business models in the music industry.

13. Week 13: Booking and Managing Live Performances

- Focus: Strategies for securing gigs and managing logistics for live performances.

14. Week 14: Artist Management: Building Sustainable Careers

- Focus: Essential strategies for managing artists in the modern music ecosystem.

15. Week 15: Launching Your Project: Final Presentations and Peer Review

- Focus: Students present their developed business plans and projects, receiving feedback from peers and industry experts.

Week 16: Final Project - Strategic Research Initiative in Music Entrepreneurship

Description: Undertake a comprehensive research project that identifies and analyzes a strategic dimension of music entrepreneurship. This project should integrate theoretical frameworks and real-world market insights to propose innovative strategies or solutions tailored to the current music industry landscape.

Timeline & Description of Assignments:

- **Discussions:** Due by Sunday, 11:59 PM each week.
- **Homework Assignments (Weeks 1-15):** Due by Friday, 11:59 PM each week.
- **Final Project (Week 16):** Due by Friday of Week 16, 11:59 PM.

Discussions:

Throughout the course, you will engage in 15 discussions on Canvas, each linked to specific topics relevant to multimedia production for the music industry. These discussions will cover subjects such as analyzing social media landscapes, developing strategic marketing plans, leveraging personal branding, navigating digital media rights, and creating impactful multimedia content. Additionally, we will explore how these concepts apply in different cultural contexts, offering a global perspective on the music industry's evolving landscape. Your participation is crucial; you are required to post thoughtful responses to the assigned readings by Friday at 11:59 PM each week, reflecting on how these topics influence both local and international music markets. Active and timely contributions will play a significant role in your overall grade.

Discussion #1 | Exploring Entrepreneurial Excellence in Music: Reflecting on 'Getting to the GRAMMY®s and Beyond (Part 2)' Documentary

Due: Sunday, Aug 25, 11:59 PM

Discussion #2 | Strategic Resonance: Unveiling Entrepreneurial Pathways Through 'Felices Días' Documentary and Album

Due: Sunday, Sep 1, 11:59 PM

Discussion #3 | All About Jazz Article Review

Due: Sunday, Sep 8, 11:59 PM

Discussion #4 | Cultivating Vision and Action: Unleashing Entrepreneurial Potential Through 'Vision and Action: Navigating Entrepreneurial Waters

Due: Sunday, Sep 15, 11:59 PM

Discussion #5 | Journal of Arts Entrepreneurship Education Article Review – Entrepreneurial Response to the COVID Era

Due: Sunday, Sep 22, 11:59 PM

Discussion #6 | Arts Performance & Entrepreneurship: Visualizing, Conceiving, Believing, & Achieving | Documentary

Due: Sunday, Sep 29, 11:59 PM

Discussion #7 | Album Track Sequencing Article Review

Due: Sunday, Oct 6, 11:59 PM

Discussion #8 | Assets versus Expenses - Financial Security as Entrepreneurs

Due: Sunday, Oct 13, 11:59 PM

Discussion #9 | Latin Music Revolution

Due: Sunday, Oct 20, 11:59 PM

Discussion #10 | Vanity or Viability: How Musicians Should Consider Their Streams

Due: Sunday, Oct 27, 11:59 PM

Discussion #11 | The C.O.N.N.E.C.T. Framework: Face-To-Face Networking for College Students

Due: Sunday, Nov 3, 11:59 PM

Discussion #12 | Integrating Fashion into Music Education

Due: Sunday, Nov 10, 11:59 PM

Discussion #13 | Structuring Creativity in Musical Practice

Due: Sunday, Nov 17, 11:59 PM

Discussion #14 | Family Ties in the Music Industry: Benefits and Challenges

Due: Monday, Nov 25, 11:59 PM

Discussion #15 | Sustaining Legacy: Transitioning Leadership in Family Music Ventures

Due: Sunday, Dec 1, 11:59 PM

Recommended Materials (Not Required for the Course):

- 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

Email Etiquette:

Consider adhering to professional email etiquette and responding to messages and emails within a 48-hour period. Weekends are not considered business days, so ensure proactiveness in addressing questions and concerns about upcoming assignments. Students who contact the instructor the day of an assignment deadline, risk not receiving a response in a timely manner.

Make-Up for Other Exams or Work:

To remain fair to all students enrolled in this course who are held to the same academic standard, make-up 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 make-up. This includes all requests for permission to grant make-up for personal issues involving

family, work, deaths, hardships, marriages, pregnancies, illnesses, financial problems, etc. We do apologize for this inconvenience, however, to be ethically in good standing, this documentation is needed to ensure the accuracy of all claims made.

Evaluation of Grades:

Assignment	Percentage of Final Grade
Homework (15)	50%
Discussions (15)	25%
Final Project	25%

Percent	Grade	Grade Point
93.0-100.0	A	4.00
90.0-92.9	A-	3.67
87.0-89.9	B+	3.33
83.0-86.9	B	3.00
80.0-82.9	B-	2.67
77.0-79.9	C+	2.33
73.0-76.9	C	2.00
70.0-72.9	C-	1.67
67.0-69.9	D+	1.33
63.0-66.9	D	1.00
60.0-62.0	D-	0.67
0-59.9	E	0.00

Course Policies and Important Information

1. Class Attendance, Make-up Exams, and Assignments

- Requirements for class attendance, make-up exams, assignments, and other work in the course are consistent with university policies. For more information, please refer to UF Academic Regulations and Policies.

2. Accommodations for Students with Disabilities

- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Visit the Get Started with the DRC webpage for more information. It is important for students to share their accommodation letter with the instructor and discuss their access needs as early as possible in the semester.

3. Required and Recommended Textbooks

- **Required Textbooks:**
 - N/A
- **Recommended Textbooks:**
 - Instructors will provide articles relevant to the course published in national and international forums

4. UF Grading Policies

- For information on current UF grading policies for assigning grade points, please visit the University Grades and Grading Policies.

5. Course Evaluation Process

- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at [GatorEvals Guidance](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [GatorEvals Portal](#). Summaries of course evaluation results are available to students at [GatorEvals Public Results](#).

Additional Recommendations and Information

7. Technical Support

- **Technical Support:** If you experience technical issues, please visit the UF Computing Help Desk or call 352-392-4357.

8. University Honesty Policy

- 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." For more information, please see the UF Conduct Code.

9. In-Class Recording Policy

- Students are allowed to record video or audio of class lectures under specific conditions. These recordings may only be used for personal educational use, in connection with a complaint to the university, or as evidence in a criminal or civil proceeding. Publishing recorded lectures without the instructor's written consent is prohibited and may result in disciplinary action. For detailed guidelines, please refer to UF Regulation 4.040, Student Honor Code and Student Conduct Code.

Campus Resources

10. Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, contact umatter@ufl.edu, call 352-392-1575, or visit the U Matter, We Care website.
- **Counseling and Wellness Center:** Visit the Counseling and Wellness Center website or call 352-392-1575.
- **Student Health Care Center:** Call 352-392-1161 or visit the Student Health Care Center.
- **University Police Department:** Visit the UF Police Department website or call 352-392-1111 (911 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care, call 352-733-0111 or visit UF Health Emergency Room.

11. Academic Resources

- **E-learning Technical Support:** Contact the UF Computing Help Desk at 352-392-4357 or helpdesk@ufl.edu.
- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601, or visit the Career Connections Center.
- **Library Support:** Call 866-281-6309 or email ask@ufl.libanswers.com for assistance.
- **Teaching Center:** 1317 Turlington Hall, 352-392-2010 or visit the Teaching Center.
- **Writing Studio:** Visit the Writing Studio website for help with writing papers.
- **Academic Complaints:** Visit the Complaint Portal webpage for more information.
- **Enrollment Management Complaints:** Visit the Student Complaint Procedure webpage for more information.