



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS™

Texas A&M University - Central Texas
MUSI 4341-110 MUSIC ENTREPRENEURSHIP

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Sara Harris Baker, Ph.D.

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Office Hours: MW 9:30-12:30, F by appointment

Mode of instruction and course access: This course is face-to-face, with some supplemental readings made available online through CANVAS. All assignments will be submitted electronically and grades will be made available in the CANVAS gradebook.

Student-instructor interaction: I am very responsive via email and will provide a reply within 24 hours (48 hours on weekends). I also welcome you to set up an appointment to meet during office hours.

UNILERT: Emergency Warning System for Texas A&M University – Central Texas

UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account. Connect at <https://www.tamuct.edu/departments/security/unilert.php> to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

COURSE INFORMATION

Course Overview and Description:

This course provides information on artistic and pragmatic areas for the aspiring professional musician. Topics include goal-setting, how to building professional networks, effective development and use of promotional materials, funding models, social media and the internet, and basic financial information. A wide range of career options in music will be explored.

Course Objective:

For students to possess the necessary knowledge and skills to become informed, independent managers of their careers in music.

Student Learning Outcomes:

1. To identify and reflect on one's personal talents and abilities and match them to career

- opportunities in music.
2. To market one's personal talents and abilities to maximize opportunities in the music field.
 3. To develop a portfolio of written and media content to help acquire jobs in music.
 4. To facilitate the business and financial aspects of being a musician including contracts and taxes.

Required Reading and Textbook(s):

Beeching, A.M. (2020). *Beyond Talent: Creating a Successful Career in Music* (3rd Ed.). New York, NY: Oxford University Press.

COURSE REQUIREMENTS

Course Requirements:

- Personal Mission Statement (5%) Due January 20
- Resume/C.V. (5%) Due January 25
- Personal Schedule (5%) Due January 27
- Networking Map (5%) Due Feb. 3
- Promo Kit (5%) Due Feb. 8
- Demo Recording (5%) Due Feb. 17
- Design Business Social Media Account (5%) Due Feb. 24
- Booking Pitch email (5%) Due March 3
- Sample Press Release (5%) Due March 10
- Mock Program (5%) Due March 24
- Personal Budget (5%) Due April 14
- Taxes "Quick Facts" Sheet (5%) Due April 21
- Fundraising Letter (5%) Due April 28
- Personal Career "Pie" (5%) Due May 5
- Final Project: Fully Developed Website or Business Plan (30%) Due May 10

Grading Criteria Rubric and Conversion

- Weekly Assignments 70%
- Final Project 30%

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 0-59%

Posting of Grades:

Grades will be posted in the CANVAS gradebook. Most assignments will take no longer than a week to be graded, though in-depth assignments may require more time.

COURSE OUTLINE AND CALENDAR

Complete Course Calendar

- Week 1 – What is Music Entrepreneurship? *Beeching, Ch. 1-2 and “Interlude”*
- Week 2 – Time Management *Beeching Ch. 3*
- Week 3 – Networking and Interviews *Beeching Ch. 4*
- Week 4 – Self-promotion and Branding *Beeching Ch. 5* **NO CLASS FEB 10**
- Week 5 – Audio/Video Recording *Beeching Ch. 6*
- Week 6 – Social Media and Public Persona *Beeching Ch. 7 pp 92-94, 100-107*
- Week 7 – Booking Gigs *Beeching Ch. 8, 12*
- Week 8 – Working with the Press *Beeching Ch. 9* **NO CLASS MARCH 14-18**
- Week 9 – Programming and Performance *Beeching Ch. 10-11*
- Week 10 – Web Site Basics *Beeching Ch. 7 pp. 94-99, supplement*
- Week 11 – Business Plan Basics *Cutler pp. 43-48 (in CANVAS)*
- Week 12 – Personal Budget Basics *Beeching Ch. 13 (pp. 210-221)*
- Week 13 – Taxes for Performing Artists *Beeching Ch. 13 (pp. 222-228), Ricker Ch. 8 (in CANVAS), www.irs.gov IRS Form 2016*
- Week 14 – Fundraising *Beeching Ch. 14*
- Week 15 – Career Options *Beeching Ch. 15*
- Week 16 – Final Projects Due

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements. You must have access to a computer and stable internet as well as a browser that supports CANVAS. In addition, you should have basic word processing and data processing software – either Microsoft Office Word/Excel/Powerpoint, or Google Docs/Pages/Slides.

Technology Support. For technology issues, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

Web Chat: <http://hdc.tamu.edu>

When calling for support please let your support technician know you are a TAMUCT student.

For issues related to course content and requirements, contact your instructor.

COURSE AND UNIVERSITY PROCEDURES AND POLICIES

Drop Policy. If you discover that you need to drop this class, you must go to the Registrar’s Office and complete a Drop Request Form. Professors **cannot** drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the University Calendar for which the form must be returned, completed and signed. Once you return the signed form to the Registrar’s Office and wait 24 hours, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid.

Academic Integrity. Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

Access & Inclusion. At Texas A&M University – Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to an education that is barrier-free. The Office of Access & Inclusion is responsible for ensuring that students with a disability enjoy equal access to the University's programs, services and activities. Some aspects of this course or the way the course is taught may present barriers to learning due to a disability. If you feel this is the case, please contact Access & Inclusion at (254) 501-5831 in Warrior Hall, Ste. 212. For more information, please visit their website at <https://www.tamuct.edu/departments/access-inclusion/> Any information you provide is private and confidential and will be treated as such.

Tutoring. Tutoring is available to all TAMUCT students, both on-campus and online. Subjects tutored include Accounting, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, contact information, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Kim Wood at k.wood@tamuct.edu

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMUCT students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in Mathematics, Chemistry, Physics, Biology, Spanish, Calculus, and Statistics. To access Tutor.com, click on <https://www.tamuct.edu/departments/academicsupport/tutoring.php>

University Writing Center. Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 11am-6pm Monday-Thursday. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available). Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors

highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

University Library. The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at TAMUCT are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders. Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the TAMUCT main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our homepage: <https://tamuct.libguides.com/>