Course Syllabus

Credit: 3 units

Course meetings: Monday and Wednesday 12:30 – 1:20
No class Wednesday, November 24, 2010 – Thanksgiving Break
Mini 2 – Last day of class: 12/1/2010

Porter Hall, Room 226C

Instructor: Elaine Stolick
Office – Career and Professional Development Center
University Center, Lower Level
Phone – 412-268-2064
Email – estolick@andrew.cmu.edu
Office Hours – By Appointment, call 412-268-2064

Rationale
33% of all artists are self-employed, as compared to 10% in the general population, according to a National Endowment for the Arts study.

“We find that artists already possess higher level business skills (such as team work, innovation, ethical thinking, lateral thinking and risk-taking), but not the basics (like structuring a resume, writing a business plan, and preparing their accounts).

- Hilary Robinson, former Dean, College of Fine Arts, Carnegie Mellon University

This course will help to remedy these deficits.

Course Description
This course will help students planning for life after music studies. Topics covered include: entrepreneurship, creating promotional materials, both text-based and graphic; recording a CD; media relations; grant writing, creating a business plan and budget, residencies, negotiating, contracts and other legal issues, taxes, insurance, and music unions. This course also includes the exploration of options including: teaching, freelancing, and other career possibilities.
Course objectives:

- Gain an understanding of the variety of activities in which professional musicians engage and the skills required.
- Gain an understanding of the entrepreneurial approach.
- Develop promotional materials for entrepreneurial and/or salaried options.
- Discover additional income options.
- Learn to become your own best promoter.
- Learn the elements of good design for your business cards, letterhead, and concert flyer.

Requirements

A major requirement of this class will be attendance, since much of the information will be presented in-class by guest speakers.

Readings are assigned prior to covering the topics in class. Please read the topic before the class, so that you can participate actively in class discussions and ask thoughtful questions of our guest speakers.

You will also have written assignments. The schedule of topics is arranged so that you will have at least one week to complete assignments, and often more. Most assignments are short, one page or less, with a few exceptions.

Evaluation

Participation 25%

Personal Paper 10% Chapter 1 pages 10-17 Due 10/27

Developing Marketing Materials – Text
- Performance Resume 5% Chapter 10 pages 240-247 Due 11/3
- Bio 5% Chapter 3 pages 38-45

Developing Marketing Materials – Graphic
- Business Cards 5% Chapter 2 page 24 Due 11/10
- Letterhead 5% Chapter 3 pages 37-39
- Concert Flyer 5% Chapter 3 pages 60-61

Booking Performances
- Program Idea (included in pitch letter) 5% Chapter 6 pages 151-153 Due 11/17
- Pitch Letter 5% Chapter 6 pages 156-159
- Contract 5% Chapter 6 pages 162-165
  Chapter 10 pages 251-253

Getting the Word Out
- Press Release 5% Chapter 7 pages 171-183 Due 11/22
- Mailing List 5% Chapter 7 pages 175-184
  Chapter 10 page 239 (media)
  Chapter 10 (gigs)

The Business of Music
- Business Plan Overview 5% Handout Due 12/1
- Income and Expenses 5% Chapter 10 pages 261-264; 269
- Tax Deductions for Musicians 5% Chapter 10 pages 264-269
Extra Credit:
(up to 10 points)

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Chapter</th>
<th>Pages</th>
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<tbody>
<tr>
<td>Arts Alliance</td>
<td>10%</td>
<td></td>
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</tr>
<tr>
<td>Professional Photo (formal or casual)</td>
<td>5%</td>
<td>3</td>
<td>45-56</td>
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<tr>
<td>Letters of Recommendation</td>
<td>2.5%</td>
<td>3</td>
<td>57</td>
</tr>
<tr>
<td>Repertoire List</td>
<td>2.5%</td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td>Available concert program</td>
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<td>3</td>
<td>57-58</td>
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<tr>
<td>Recent Engagements</td>
<td>2.5%</td>
<td>3</td>
<td>58-59</td>
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<tr>
<td>Workshop Topics</td>
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<td>CD</td>
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<td>Web Page</td>
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<td>Brochure</td>
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**We will have guest speakers frequently in this class. Because of this, and since the class is only 50 minutes long, it is important to arrive on time. For this reason, participation points are accumulated as follows:
- You have the potential to earn 2 points toward participation at each class session. You earn one point for attendance, and another point for arriving on time. Since there are 14 session, you have the opportunity to earn 28 points. The number of points allotted for participation is 25. You can miss one class and be late once and still receive full marks for participation. More than that will affect your grade. If you attend each class and are always on time, you will receive 3 extra credit points.

**All written work must be typed.

**Homework is due each Wednesday. Work must be turned in by the beginning of class on the due date. Grade will automatically be lowered by one point for each week for assignments handed in late.

**All work must show a “good faith effort.”

Text

Required:

Recommended:
“Career Solutions for Creative People,” Dr. Ronda Ormont. Allworth Press. 2001

EMS/10