

## **Carnegie Mellon University School of Music: The Artist as Entrepreneur**

SPRING 2020

57-766 section A for 3 units

Room CFA A2

Thursdays 3:30 - 4:50 PM

Instructor: Monica Yunus

Email: monicayunus@gmail.com

### **COURSE DESCRIPTION**

We will explore the concept of arts entrepreneurship while cultivating the knowledge base and skill set necessary to make the leap from student to professional. Students will be introduced to the fundamentals of brand building, budgeting, and managing one's career, and guest artist entrepreneurs will present real-world case studies. We will delve into the practicalities of the business as well as the steps involved in building one's own personal creative brand. You are the CEO of YOU LLC, and this course will help prepare you for what happens post-graduation.

### **LEARNING OBJECTIVES**

By the end of this course, students will:

- Gain an understanding of the meaning and practice of arts entrepreneurship.
- Create a comprehensive PR packet and understand how to utilize it in different professional situations.
- Have a basic understanding of how to market oneself as an artist and create a network of support.
- Gain a basic understanding of finances as an independent contractor.
- Develop an understanding of an artist's career trajectory.
- Absorb the fundamentals of how to manage one's career.
- Learn the fundamentals of nurturing a creative life.
- Amass an index of resources (relevant unions, administrative personnel, cultural institutions, opera house infrastructure, career services, etc.)

**GUEST SPEAKERS:** A number of guest speakers will be invited in throughout the semester. They will provide insights into the topics we are covering, offering glimpses into various career possibilities, and serve as case studies for discussion. Additionally, these sessions will serve as networking opportunities for each student.

**COURSE FORMAT:** Participants in the class will be expected to complete all readings and written assignments in a timely manner. Class time will mostly be in a discussion format, unless otherwise specified in the class breakdown sheet.

All assignments are due promptly on the due date. Please bring a laptop or phone on which you can take all class notes and for in-class exercises.

**ASSESSMENT:**

Attendance and participation 50%

Reading and Discussion 20%

Assignments and Final 30%

**ASSESSMENT DETAILS:**

Attendance and participation 50%-

With new topics being addressed every week, your attendance and active participation (thoughtful questions and engagement with the topic being discussed) is critical to success in this course.

Reading and Discussion 20%- Students should plan to dedicate one hour per week to reading and absorbing the materials. Further discussions will take place in class.

Assignments 30%- Weekly assignments will be given in accordance with the topics presented. Most of these assignments will be related specifically to students' individual career paths and interests.

**OFFICE HOURS:** Please email me or talk to me in class to schedule an appointment. I am available after class. My preferred method of contact is email.

**FINAL GRADE:** The final grade will appear as a letter grade according to the following scale: 90-100% A / 80-89% B / 70-79% C / 60-69% D / under 60% R (failing grade)

<https://www.cmu.edu/policies/student-and-student-life/grading.html>

**SYLLABUS:** You are responsible for completing the assignments listed in the syllabus. The syllabus is subject to change at the discretion of the professor.

**CLASS SCHEDULE:****Jan 16 - COURSE OVERVIEW: DEFINING ARTIST ENTREPRENEURSHIP**

- Review syllabus
- Definition of artist entrepreneurship
- Questionnaire and discussion
- Introduction of SWOT
- Networking as a key element of building your career

## Assignments:

1. Ongoing assignment: Personal Resource Notebook- from class to class, you will create a list of resources that you will refer to as creative projects/ thoughts, people you want to add to your network come up throughout the semester. This can include online materials, apps, books etc that have been discussed in class. Think of it as a personalized road map that you are constantly adding directions to for yourself and your artist entrepreneur journey. You will be called on throughout the semester to share what you have in this notebook.

2. Twyla Tharp: The Creative Habit: Learn it and Use it for Life  
Read Chapters 1-4 and complete the Creative Autobiography exercise on page 45 in your personal resource notebook referenced above.

3. Personal SWOT analysis exercise

4. Budgeting over the course of the semester: keep track of your spending over the semester for a future class assignment. Sign up on mint.com for free budgeting tools or find a free budgeting template online that you can update on a daily basis.

5. Over the course of the semester, make new friends (aka contacts) with people you might not otherwise think to talk to- professors from other CMU schools, staff that work here, alumni office. Stretch the muscle of networking. Tell me about your new connections throughout the semester.

## **Jan 23 - CREATING A BETTER WORLD THROUGH THE ARTS: THE SING FOR HOPE STORY**

- Sing for Hope: Mission, Vision and Values and organizational culture

## Assignment:

### Read and Reflect:

- <https://www.theatlantic.com/magazine/archive/2015/01/the-death-of-the-artist-and-the-birth-of-the-creative-entrepreneur/383497/>
- <https://www.forbes.com/sites/alisoncoleman/2018/01/19/in-the-21st-century-to-be-a-musician-is-to-be-an-entrepreneur/#6b86303b4470>
- [https://www.huffpost.com/entry/in-2017-to-be-a-musician-is-to-be-an-entrepreneur\\_b\\_5943db43e4b0d188d027fd7a](https://www.huffpost.com/entry/in-2017-to-be-a-musician-is-to-be-an-entrepreneur_b_5943db43e4b0d188d027fd7a)

In written form, please respond to the following question in one page emailed to me:

As a soon-to-be graduate of a music program, what do you feel are the challenges and opportunities ahead in your journey as a musician?

### **Jan 30: SWOTTING YOUR WAY TO YOUR OWN PERSONAL BRAND**

- Discussion of reading (cultivating a creative life, with reference to reading assigned on 1/16)
- Analyzing your raw materials: Review of personal SWOTs
- Building your brand: PR packet overview

Assignments:

Creating your PR packet –Bring hard copies to next class.

1. a. Long bio (500 words)\*  
b. Short bio (200 words)\*
2. Resume\*
3. Repertoire list (does not need to be complete)\*
4. Headshot\*

\*(PDF/JPEG format only, emailed to me in ONE email and bring a hard copy in for next class)

5. Select student from class who would like to introduce next week's guests:

Mezzo-Soprano [Rachel Calloway](#) and violinist [Ari Streisfeld](#)

6. Bring in your *written* questions pertaining to "life as a singer."

**Feb 6 - MY LIFE AS AN ARTIST: MEZZO SOPRANO RACHEL CALLOWAY AND VIOLINIST ARI STREISFELD speak about balancing active careers in academia, managing an ensemble with your partner, and embracing the challenges and joys of modern musical life.**

Assignment:

In approx. 500 words write about 2 things that were discussed in today's class that made you think differently or reaffirmed something about the musician's career path as you had envisioned it.

Bring hard copies of your PR packet to next class.

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### **Feb 13 - PR MATERIALS**

- Guest Lecturer: Soprano Sari Gruber
- Review hardcopy PR packets with Prof. Gruber and Prof. Yunus

Assignment:

1. Research the social media channels of your 3 favorite artists. How would you characterize their online presence? How would you define your social media presence? Is it contained to friends and family?
2. Create 6 social media posts geared around your performances and/or personal brand. Be prepared to share them in class.

3. Bring in an example of a correspondence that you have had recently with a professor, teacher, (any kind of professional exchange)

### **Feb 20 - WRITE OUT LOUD: THE FINE ART OF COMPELLING COMMUNICATIONS**

- Writing, writing, and writing: Personal and Professional
  - a. How to effectively communicate your professional request, your project, your value.
  - b. Written etiquette (letters, emails, salutations and signatures)
  - c. Discussion of the assignment

Assignment:

Bring in a written response to deal with **two** of the following instances:

- You have a signed contract and you need to request a release from a company. How do you phrase the request in writing?
- A professor writes you a recommendation. Write them a thank you note.
- Write a cover letter for a job you for which you would like to apply (find a job online that you would apply for and tailor your cover letter for that specific job)
- You have a CD project that you would like funded. Write a description of the project and explain the reasons someone would want to invest in it to be posted on a crowdfunding site like Go Fund Me.
- You want to reach out to a CMU alumni (make it a specific person) to connect with them (use something specific- you read an article about their interesting work, you want to know if you can get an internship at their company, etc). How do you introduce yourself and ask for a phone call via an email?
- You've sung in a masterclass situation and you'd like to further connect. How do you reintroduce yourself?

### **February 27- GUEST LECTURER BETH STEWART, FOUNDER, VERISMO COMMUNICATIONS DISCUSSES MESSAGING AND BRAND-BUILDING**

- Social media tools and strategy
- Guidelines to sustaining a professional public profile online

Assignment:

1. The Profitable Artist, Read chapter 3-7, pages 16-62 (cont.)

2. Read this article:

<https://www.impactbnd.com/blog/value-proposition-examples>

3. Research the social media channels of your 3 favorite artists. How would you characterize their online presence? How would you define your social media presence? Is it contained to friends and family?

4. Create 6 social media posts geared around your performances and/or personal brand. Be prepared to share them in class.

### **March 5: THE SHIFTING LANDSCAPE: STORYTELLING AND SELF MARKETING IN THE DIGITAL AGE**

- Social Media Primer
- Website and email best practices
- Video best practices

#### **Assignment**

TBD

### **March 9-13 No Classes, Spring break**

### **March 19: GET SMART- PROJECT PLANNING AND GOALS**

#### **Discussion of final project**

Assignment:

1. Read up on and give a kind intro to next week's guest [Aurora Lazzaro](#)

2. The Profitable Artist, Read chapter 3-7, pages 16-62

3. Read this article:

<http://www.abladeofgrass.org/lay-of-the-land/value-proposition-socially-engaged-art/>

4. Write a reflection (1-2 pages) about your relationship with money today and how you would articulate your value proposition (your unique selling point) as an artist today:

Questions to reflect on:

- How does money makes you feel (are you intimidated by it, want to have it, don't care either way, not positive you can answer that question?)

- What did you learn that you didn't know before? This can be financial terms, that you find money to be intimidating or empowering etc.

5. Please be ready with questions for Aurora.

**March 26: GUEST LECTURER AURORA ROSADO (PARTNER, WEBER SHAPIRO)  
TALKS DOLLARS AND SENSE**

- Financial Planning
- Taxes

Assignment:

1. Read The Profitable Artist, Chapter 13-18, pages 115-157

**April 2: PERSONAL FINANCES AND BUDGETING**

Assignment: TBD

**April 9: MARKETING YOUR BRAND AND FINDING YOUR AUDIENCE**

Assignment:  
Final project

**April 16: No Class**

**April 23: FINAL PROJECT: Marketing Presentations**

**April 30: FINAL PROJECT: Marketing Presentations**

**May 7: Jury Week (no class)**

**CLASSROOM EXPECTATIONS:**

- Be on time. If you must leave class early or arrive late, please make arrangements with me in advance.
- Turn off the ringer on your phones. If circumstances dictate that you must be able to respond to a call or text during class, please let me know in advance.
- Submit assignments on time. If extensions or special accommodations are needed, please speak with me.
- Laptops are for note-taking only. Please don't squander the time and resources you are putting into your education by spending class time online. Email and social media may only be accessed if they are being specifically discussed in class.
- Unless you have an emergency, attendance is mandatory. Any absences may negatively affect your grade. If you must miss class for an unexpected emergency, it is up to you to make arrangements with a classmate to stay up to date on discussions and assignments. An unexcused absence that is not the result of a clear emergency will result in a halfpoint grade reduction. (i.e. an A will become an A-).

**BEYOND THE BASICS:** This course will be primarily discussion-based. As an instructor, I will provide a foundation and guidance for learning but ultimately the class will only be as good as what you bring to it through questions, participation, and efforts to create quality work. Come prepared each week to share two or three of your takeaways or questions based on that week's reading/discussion.

**ACADEMIC INTEGRITY:** All students are responsible for understanding and complying with the CMU Statement on Academic Integrity. A copy is available at [https://www.cmu.edu/student-affairs/theword/acad\\_standards/integrity.html](https://www.cmu.edu/student-affairs/theword/acad_standards/integrity.html)

**ACCOMODATIONS FOR STUDENTS WITH DISABILITIES:**

If you have a disability and are registered with the Office of Disability Resources, I encourage you to use their online system to notify me of your accommodations and discuss your needs with me as early in the semester as possible. I will work with you to ensure that accommodations are provided as appropriate. If you suspect that you may have a disability and would benefit from accommodations but are not yet registered with the Office of Disability Resources, I encourage you to contact them at [access@andrew.cmu.edu](mailto:access@andrew.cmu.edu).

<http://www.cmu.edu/student-affairs/orientation/orientation/disabilities.html>

**Statement of Support for Students' Health & Well-being**

Take care of yourself. Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.

If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support.



Counseling and Psychological Services (CaPS) is here to help: call 412-268-2922 and visit <http://www.cmu.edu/counseling/>.

Consider reaching out to a friend, faculty or family member you trust for help getting connected to the support that can help.

If you or someone you know is feeling suicidal or in danger of self-harm, call someone immediately, day or night:

CaPS: 412-268-2922

Resolve Crisis Network: 888-796-8226

If the situation is life threatening, call the police

On campus: CMU Police: 412-268-2323

Off campus: 911

**Required Texts:**

1. The Creative Habit, Learn it and Use it for Life; Twyla Tharp  
ISBN 9781439106563

2. Originals; Adam Grant ISBN 9780753551776

3. The Profitable Artist: A Handbook for All Artists in the Performing, Literary, and Visual Arts, edited by Peter Cobb, Susan Ball, and Felicity Hogan and was co-published by NYFA ISBN 9781621536451

Please note, the above books have been placed on reserve at the 1st floor circulation desk in Hunt Library. There is 24/7 access at that desk. If you have questions about this or your coursework, please let me know. Thank you, and have a great semester.