ENTREPRENEURSHIP AND CAREER MANAGEMENT  
MUSI 5172 001

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School of Music  

Office: M252  
Office Hours: TBA and by appointment.  
Class Meeting: Tue-Thu 5:00-5:50  
Location: Online

Course Description:  
Two credit hour graduate seminar class exploring strategies for building and maintaining a professional career in music. This hands-on class will provide real-world training in things like:
• Establishing and maintaining a professional identity online.
• How to handle finances and taxes for business purposes.
• Strategies for securing funding.
• Finding opportunities.
• Techniques for career building.
• Getting noticed, and how to create innovative collaborations and events.
• Being the captain of your own ship.
• Other topics as appropriate.

Text and Materials:  
The Savvy Musician by David Cutler  
Steal Like an Artist, Show Your Work, and Keep Going by Austin Kleon  
In addition, there will be a limited number of required readings, some of which will be provided as online resources (text, video, interview, etc.), and others may be purchased.

Grading Policy:  
Students’ grades will be a combination of assigned projects, participation, and preparedness.
• Graded Projects – 70%
• Homework, Participation, and Preparedness – 30%

Program Learning Outcome:  
Students will demonstrate competence in professional skills related to work in the arts.

Student Learning Outcome: At the completion of this class, students will be able to:
• Prepare a resume, CV, or bio appropriate to their field.
• Write an attention-getting press release appropriate for newspapers and other media.
• Create event posters and fliers that attract attention, use dynamic layout, and employ a hierarchy of information.
• Shoot and edit instructional or promotional videos.
• Manage their online identity through website, social media, and other services.

Students with Disabilities  
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.