

Fall 2023-Spring 2024 Music Entrepreneurship Courses

57766 Artist as Entrepreneur (6u) – Yunus, S24

What does it mean to be an Artist Entrepreneur? In this course, 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 project planning, budgeting, and managing one's own 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 class will help prepare you for what happens post-graduation.

57458/758 Business of Music (6u) – LaDuke, F23

This class will teach you the fundamentals of how to survive in the music industry. A diverse set of speakers, hands-on projects tailored to your interests and needs, and group activities will introduce you to the challenges you'll face during your career. How to manage your money, what you need to know about copyright, whom do you need on your side? We'll cover all of these and more!

57451/751 The Citizen Artist (6u) – Mead, S24

This course celebrates the intersection of artistry and citizenship by engaging in conversation around social justice and exploring ways in which music can uplift our Pittsburgh community. We will collaborate with Autism Pittsburgh and the Lullaby Project to create artful musical experiences that engage families with autism and foster connection between parents and babies. Musicians, artists, and social advocates across campus are invited to participate.

57452/752 Collaborative Project in Music Entrepreneurship (6u) – Mead, S24

The project for this semester is to create Azure concerts, a chamber series for families with autism in collaboration with Pittsburgh advocate, Anitra Birnbaum and collaborators at Peabody Conservatory. From the artistic to the business side, we hope to establish a program that will serve Pittsburgh families and employ CMU alumni for years to come.

57463 Consumer Driven Composition for Contemporary Media (3u) – Blume, S24

This course aims to augment each student's compositional skill set with technological skills and industry-specific knowledge that will provide them the flexibility and confidence to interface with consumers and more readily monetize their music. This course is intended to be part lecture to allow for quick and concise transfer of information, and part seminar to allow all class participants the ability to learn from each other as they pitch ideas, receive feedback, and evaluate the success of their peers' work. The course is for Sophomore, Junior, Senior, and Graduate Composition Majors. For undergraduate students, the only required prerequisite is 57-101 Introduction to Music Technology.

57454/754 The Freelance Musician (6u) – Mead, F23

This course will put you in touch with innovative artists, managers, web designers, career consultants, and other professionals who want to help you succeed. There is nothing theoretical about this course: you'll perform "real gigs for real clients" who will offer feedback on your professionalism. You'll build a website with expert support and gain clarity on how music fits into your higher purpose. The objective of this course is to make you "roadworthy" as a professional musician, equipping you with the tools, skills, and mindset that would make people want to work with you again and again. You can think of it in three stages: "building the car" (professional portfolio), "tuning the engine" (communication); and "mapping the route" (strategy) to put you on the road to success. No prior knowledge or experience is required to take this course. You have already spent thousands of hours practicing to become a fine musician. Turning your artistry into a livelihood requires an entirely different skillset, which can be jumpstarted (in only about 50 hours) so let's get going!

57456/756 Marketing for Musicians (6u) – LaDuke, S24

What is your message? Who is your audience? How do you reach them? These are among the topics we'll explore in this course. Group projects and case studies help us identify the key aspects of one of the most important aspects of any music career. Being a great musician won't do you any good if no one knows you exist! By the end of the semester, students should be able to understand such concepts as branding, marketing, reach and advertising; identify audience segments and target messages to those segments; create compelling marketing materials, including bios, group and program descriptions, websites and flyers; work with teams to try out a variety of marketing strategies in real-world circumstances; learn to capitalize on social media and use it to effectively build and communicate to an audience; learn to write effective and powerful marketing copy (bios, sales pieces, etc.); examine competitors and market leaders to look for opportunities and best practices.

57457/757 Mental Training for Peak Performance (6u) – Mead, F23

Perform in Kresge Theatre regularly and gain tools for overcoming performance anxiety to own the stage and play your best. Everyone gets nervous, but it doesn't need to be debilitating. Learn how to calm your mind and turn nervous energy into mental focus. Guest faculty, PSO musicians, and visiting artists share their challenges and offer strategies for audition preparation, effective practicing, self-care, conflict resolution, and other mind-body topics.

57464 Music & Money (6u) – Colwell, S24

This course is intended to develop in the student a broad knowledge of the music business, an entrepreneurial mindset applicable to it, and to encourage curiosity about future possibilities in the field. Students will examine the musical groups, ensembles, and institutions from the standpoint of economic, business and marketplace realities. Musical entities will be considered and studied not for their inherent artistic merit but as commodities affected by the same forces as any other consumable. Students will acquire a basic understanding of the forces - economic, financial, psychological, societal - that affect entities in the music field. They will also be called upon to think creatively and entrepreneurially about possible directions for existing musical entities. Students will become familiar with current methods of musical content creation, delivery platforms, advertising and marketing avenues, and revenue streams. Students will consider the history, economic structure, opportunities, and the challenges faced by each. Students will encounter and react to case studies taken from the music field about individuals and groups and the decision-making mechanisms at work in each, and the outcomes of the decisions taken by these individuals and groups.