

Social Impact of Music Entrepreneurs

Course Code: IDS2935

Session: Spring 2024

Meeting Day/Time: Online, Asynchronous

The Essential Question:

What role do music entrepreneurs play in empowering various sectors of society, encompassing philanthropy, digital commerce, and for-profit industries, through the convergence of music, technology, missions, and entrepreneurship?

Location:

This course operates entirely online, utilizing the Canvas course shell to furnish all essential resources. Video instruction is pre-recorded for convenience, and scholarly materials are meticulously produced or curated and easily accessible within the Canvas framework.

Location: Online

Office hours: TBA (and by appointment)

Phone: (352) 273-3707

About Your Instructors:

I. José Valentino Ruiz, Ph.D. ("Dr. Ruiz")

- Official Artist Website: www.josevalentino.com
- University of Florida Faculty Biography: <https://arts.ufl.edu/directory/profile/166311>

II. Cory Burton, M.M.

- Official Artist Website: <http://www.coreyaburton.net/biography.html>

Instructors' Emails:

- **Instructor of Record:** José Valentino Ruiz, Ph.D. ("Dr. Ruiz"): jruiz@arts.ufl.edu
- **Graduate Teaching Assistant:** burton.corey@ufl.edu

Communication Protocol for Assignment and Discussion Inquiries

For effective communication regarding assignments or discussions, students are encouraged to reach out to Mr. Cory Burton, our Graduate Assistant, through the provided channels (email: cory.Burton@email.edu, specified office hours). Mr. Burton will address inquiries within 36 hours; however, if he is unable to provide clarification, he will escalate the matter to Dr. Ruiz (email: jruiz@arts.ufl.edu for further assistance. To request extensions, students should email Dr. Ruiz (email: jruiz@arts.ufl.edu with comprehensive details and supporting documentation well in advance of deadlines. Professional etiquette is expected in all communications, including clear identification, course details, and a concise explanation of the query. This communication policy aims to facilitate a smooth learning experience and underscores the importance of effective student-faculty interaction.

Course Description:

Explore the dynamic world of music entrepreneurship and discover how visionaries in the global music scene overcome social, cultural, and economic hurdles to achieve remarkable professional success. These trailblazing individuals serve as catalysts for change, inspiring people from diverse backgrounds well beyond the realms of the arts. Delve into the journeys of influential music entrepreneurs, including performers, music producers, and business owners, who transcend their roles to become advocates and responders to pressing societal issues such as social justice, politics, and ecological activism. These entrepreneurs also shape cultural trends, influencing domains like fashion, morality, and artistic expressions.

This course unveils how music entrepreneurs champion empowering initiatives through their lyrics and musical expressions, conveying their perspectives across various platforms such as interviews, digital media, and strategic partnerships with non-profit organizations. Additionally, they establish music businesses and non-profits that serve as beacons of awareness for selected issues. With a focus on developing essential skills for navigating the contemporary music industry, this course equips students with the tools to create a personal enterprise. Through artistic (musical) expressions, students will learn how to influence global issues, contributing to the ongoing dialogue on the human condition.

Recommended for all students, this course offers a unique opportunity to (1) study musicians' profound contributions to the human condition, (2) gain insights into the intricacies of music business and entrepreneurship, and (3) acquire entrepreneurial methods to expand platforms addressing mission-based aims, mirroring the strategies employed by successful music entrepreneurs.

Course Objectives/Goals and Student Learning Outcomes:

By the end of this course, students will:

- **Explore Music Entrepreneurship as a Creative Force:** Discover how musicians leverage their creativity to drive social change through music.
- **Analyze the Impact of Music Videos * Documentaries:** Investigate the role of music videos in conveying social messages and promoting entrepreneurial endeavors.
- **Examine the Entrepreneurial Journey:** Understand the entrepreneurial process behind music albums, concert tours, and various platforms.
- **Uncover Fundraising and Philanthropy:** Examine how musicians use their influence to engage in fundraising and philanthropy.
- **Interactive Music Exploration:** Engage in hands-on activities to analyze music videos, marketing strategies, and concert planning.
- **Discover Case Studies:** Explore real-world examples of musicians who've made a cultural impact through entrepreneurship.
- **Explore Global Music Entrepreneurship:** Study musicians and music entrepreneurs from diverse cultures who've influenced their societies.
- **Interact with Music Entrepreneurs:** If possible, engage with music entrepreneurs through Q&A sessions.
- **Showcase Student Projects:** Present student projects, music videos, and marketing campaigns for peer review and feedback.

Textbook:

No textbook is required for this course. The instructor will furnish students with (1) carefully curated articles including Dr. Ruiz's peer-reviewed research and explanatory journalism, (2) pertinent research studies, and (3) engaging musical multimedia materials.

Weekly Discussions (14):

All discussions will be posted on Canvas and are due by 11:59 pm every Sunday under the Discussions tab.

The purpose of these thought-provoking discussions is threefold: (1) to acquaint yourself with and appreciate the diverse perspectives of your peers, rooted in their experiences and professional backgrounds in Music Entrepreneurship; (2) to continually refine your own viewpoints, thereby fortifying your personal enterprise; and (3) to unearth opportunities for potential collaborations, leveraging the varied expertise within the group. Your discussion posts should embody clarity, conciseness, and creativity. While not mandatory, we highly encourage you to engage with your peers' viewpoints.

Course Schedule, Assignments (13), & Deadlines:

WEEK 1: *Exploring Entrepreneurial Excellence in Music: Reflecting on 'Getting to the GRAMMY@s and Beyond (Part 2)' Documentary.* Due: Jan 12 at 11:59pm

WEEK 2: *Strategic Resonance: Unveiling Entrepreneurial Pathways Through 'Felices Días' Documentary and Album.* Due: Jan 19 at 11:59pm

WEEK 3: *Innovating Narratives: Unveiling the Entrepreneurial Spirit of 'The Other Side of Love Songs'.* Due: Jan 26 at 11:59pm

WEEK 4: *Cultivating Vision and Action: Unleashing Entrepreneurial Potential Through 'Vision and Action: Navigating Entrepreneurial Waters'.* Due: Feb 2 at 11:59pm

WEEK 5: *Arts Performance & Entrepreneurship: Visualizing, Conceiving, Believing, & Achieving I Documentary.* Due: Feb 9 at 11:59pm

WEEK 6: *Crafting a Music/Arts Entrepreneurship Proposal.* Due: Feb 16 at 11:59pm

WEEK 7: *Immersive Music Entrepreneurial Experience I.* Due: Feb 23 at 11:59pm

WEEK 8: *Exploring Artistry and Impact: Artist, Song, and Social Entrepreneurial Initiative Presentation I.* Due: Mar 1 at 11:59pm

WEEK 9: *Latin Music Revolution Discussion Only.* Due March 4 at 11:59pm

WEEK 10: SPRING BREAK

WEEK 11: *Immersive Music Entrepreneurial Experience II.* Due: Mar 20 at 11:59pm

WEEK 12: *Exploring Artistry and Impact: Artist, Song, and Social Entrepreneurial Initiative Presentation II.* Due March 29 at 11:59pm

WEEK 13: *Exploring Arts Entrepreneurship in Health and Wellness.* Due: Apr 5 at 11:59pm

WEEK 14: *Immersive Music Entrepreneurial Experience III.* Due: Apr 12 at 11:59pm

WEEK 15: *Exploring Artistry and Impact: Artist, Song, and Social Entrepreneurial Initiative Presentation IV.* Due: Apr 19 at 11:59pm

WEEK 16: FINAL EXAM

Grading:

- Weekly Discussions (13): 30%
- Assignments (14): 50%
- Final Exam: 20%

Grading Scale & Policies:

The standard UF grading scale will be applied. <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Course Evaluation:

Students are encouraged to provide feedback on the course and instruction through the official course evaluation system.

Students with Disabilities:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click [here](https://disability.ufl.edu/get-started/) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. <https://disability.ufl.edu/get-started/>

Make-Up Exams & Assignments:

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click [here](#) to read the university at-

tendance policies. <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Course Evaluations:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.-com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Technical Issues:

For technical issues, contact the UF Computing Help Desk at 352-392-4357 or via email at helpdesk@ufl.edu.

Cheating & Plagiarism:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code.

If you have

any questions or concerns, please consult with the instructor or TAs in this class.

<https://sccr.dso.ufl.edu/process/student-conduct-code/>

In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, books, magazines, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code & Student Conduct Code.

Health and Wellness:

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress. <https://umatter.ufl.edu/>
- **Counseling and Wellness Center:** Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services. <https://counseling.ufl.edu/>
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website. <https://shcc.ufl.edu/>
- **University Police Department:** Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). <https://police.ufl.edu/>
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center

website. <https://ufhealth.org/locations/uf-health-shands-emergency-room-trauma-center/>

- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450. https://syllabus.ufl.edu/media/syllabusufledu/syllabi_policy_09_09_2022.pdf

Academic Resources:

- **E-learning technical support:** Contact the UF Computing Help Desk at 352-392-4357 or
- via e-mail at helpdesk@ufl.edu.
- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance
- and counseling services. <https://career.ufl.edu/>
- **Library Support:** Various ways to receive assistance with respect to using the libraries or
- finding resources. <https://uflib.ufl.edu/>
- **Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring. <https://academicresources.clas.ufl.edu/>
- **Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting,
- and writing papers. <https://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** Visit the Student Honor Code and Student. <https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>
- **On-Line Students Complaints:** View the Distance Learning Student Complaint Process. <https://www.ufl.edu/current-students/student-complaint-process/>