

University of Texas at Arlington
Course Syllabus
Entrepreneurship in the Arts
Fall Semester 2013
Room 2102, Fine Arts Building

"I'm convinced that about half of what separates successful entrepreneurs from non-successful ones is perseverance." -Steve Jobs

NAME:

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FACULTY PROFILE:

<https://www.uta.edu/mentis/public/#profile/profile/view/id/8415/category/1>

OFFICE HOURS:

Monday and Wednesday 9:00-9:30 a.m.

COURSE NUMBER, SECTION NUMBER, and COURSE TITLE:

4392 004 Entrepreneurship in the Arts

TIME and PLACE of CLASS MEETINGS

Monday and Wednesday 9:30-10:50 a.m.
Room 2102, Fine Arts Building

Mission

To ignite the entrepreneurial spirit through the development of an individualized foundation, knowledge base, and skillset that will allow you to pursue your career in the arts.

Description of Course

"Entrepreneurship in the Arts" will offer students the opportunity to imagine, develop and implement individualized and collaborative entrepreneurial strategies that will aid them in their transition from their academic career to their artistic career.

Student Learning Outcomes

- To recognize entrepreneurial opportunities in the arts
- To address and develop opportunities into an arts related venture
- To explore the feasibility or potential of your artistic practice
- To identify a variety of potential revenue streams
- To equip you with the necessary skills and knowledge to achieve success in your career

- To develop a solid business model
- To create a mission and vision statement
- To assess market demand
- To evaluate risk

Course Objectives:

- To develop an awareness of entrepreneurship related to your artistic practice
- To build skills in business development and financial planning
- To hone communications skills, planning strategies, and creative problem solving
- To connect with local arts organizations and entrepreneurs and identify opportunities in the arts
- To present a clear project plan in written and spoken form
- To create a web presence (a portfolio with work samples)
- To create a solid business plan

Requirements

As this is an upper level course. You must have passed your CPR.

Instructional Activities

Demonstrations, discussions, lectures, presentations, peer interaction, lab and homework assignments or readings.

Grading Procedures

<i>Attendance and Participation</i>	<i>10%</i>
<i>Weekly web updates and revisions</i>	<i>10%</i>
<i>Company Overview(mission)</i>	<i>5%</i>
<i>Competitive analysis(SWOT)</i>	<i>5%</i>
<i>Entrepreneur interview</i>	<i>10%</i>
<i>The Marketing Plan</i>	<i>10%</i>
<i>The Press release</i>	<i>10%</i>
<i>The Financial Plan</i>	<i>10%</i>
<i>The Action Plan</i>	<i>10%</i>
<i>The Pitch (business plan)</i>	<i>20%</i>

Grading will be based on completion of and quality of presentation evident in student research, follow-through, planning and execution of projects presented in both written and lecture format.

In-class 30 minute challenges

- *caption contest*
- *design a line of greeting cards*
- *household object mash-up*
- *observation lab*
- *“marshmallow challenge”*

Expectation for Out-of-Class-Study

This is work for your future success. You should be devoting as much time as possible to nurture and utilize these new tools, skills, and opportunities. You will get out what you put in.

Required Text and materials:

3 ring binder

black hardcover sketchbook 8.5 x 11

The Profitable Artist, Allsworth Press, 2011.

The Art of the Start, Penguin Books, 2004

Web Resources and tools:

- [Mailchimp](#) Free bulk email marketing, tracking, etc...
- [Constant Contact](#) Free/paid for email marketing, tracking, etc...
- [Kickstarter](#) Funding platform for creative projects.
- [LinkedIn](#) Connect with professionals.
- [Mint](#) Manage your personal/professional finances for free online.
- [Facebook](#) social media
- [YouTube](#) social media
- [LinkedIn](#) social media
- [Twitter](#) social media
- [Reddit](#) social media
- [Tumblr](#) social media
- [Flickr](#) social media
- [Wordpress](#) website creation
- [Creative Capital](#)
- [Squarespace](#) website creation
- <http://scriptogr.am>

Valuable insights/cool links:

<http://www.youtube.com/watch?feature=related&v=mHVJF9VaWfo&nomobile=1>

<http://www.dailyfinance.com/2013/05/30/money-management-artists-musicians/>

<http://www.inc.com/welcome.html?destination=http://www.inc.com/christina-desmarais/6-ted-talks-every-entrepreneur-should-watch.html>

<http://www.youtube.com/watch?v=j2rDFNM4mOc>

<http://blog.entrepreneurhearts.com/2012/10/19/creativity-for-entrepreneurs-4-tips/>

<http://www.creative-capital.org/home>

<http://oedb.org/ilibrarian/50-blogs-for-young-entrepreneurs/>

<http://www.astridbaumgardner.com/blog/entry/top-10-public-speaking-tips-for-arts-leaders-and-music-entrepreneurs.html>

<http://www.virgin.com/entrepreneur/blog/the-art-of-presenting--3-top-tips>

<http://www.productiveflourishing.com/the-e-factor-the-10-traits-of-successful-creative-entrepreneurs/>

<http://www.forbes.com/sites/tanyaprive/2013/05/02/top-32-quotes-every-entrepreneur-should-live-by/>

http://www.youtube.com/watch?v=fLJJGMNEeFs&desktop_uri=%2Fwatch%3Fv%3DfLJJGMNEeFs&nomobile=1

<http://www.kickstarter.com/projects/1045021696/urban-air-los-angeles>

<http://rapfix.mtv.com/2012/07/28/jay-z-made-in-america-commercial-london-olympics/>

<http://www.tedxsmu.org>

<http://smallbiztrends.com/2008/06/one-page-marketing-plan.html>

<http://smallbiztrends.com/2011/11/5-keys-successful-sales-strategies.html>

<http://www.artsentrepreneurship.com>

<http://hyperallergic.com>

<http://artflock.org>
<http://99u.com>
<http://www.fastcompany.com/3007541/mfa-new-mba>
<http://www.fastcoexist.com/1679771/reinventing-education-to-teach-creativity-and-entrepreneurship>
<http://www.architects-of-air.com/the-experience.html>
<http://lateralaction.com/articles/art-licensing/>
http://www.huffingtonpost.com/julie-chae/feature-art-gallery_b_1881266.html

<http://4art.com/page/professional>
http://www.mindtools.com/pages/article/newTMC_05.htm
<http://theabundantartist.com/how-to-write-art-sales-page/>
<http://www.fastcodesign.com/1663649/usa-projects-the-art-worlds-answer-to-kickstarter>
<http://bostinno.streetwise.co/all-series/hugh-o'donnell-teaching-how-art-and-entrepreneurship-collide-at-boston-university/>
<http://www.youtube.com/watch?v=hNXL0SYJ2eU&feature=relmfu&nomobile=1>
<http://www.dallasculture.org/publicArt.asp>
http://www.youtube.com/watch?v=TGbrFmPBV0Y&desktop_uri=%2Fwatch%3Fv%3DTGbrFmPBV0Y&nomobile=1

Interesting companies:

<http://artsy.net>
<http://paddle8.com>
<http://www.etsy.com>
<http://www.oilandcotton.com>
<http://www.thebookdr.com>
<http://www.blackbookink.com>
<https://medium.com>
<http://www.1185design.com>

Speakers

9/4 Artist -Kent Barker
9/18 Shama Kabani
9/30 Kristine Rogers
10/14 finances -
10/23 Launching -
10/30 Pitching -
11/18 Grants -Christy Pierce

Course Calendar

Week 1 8.26/28

The Big Picture

8/26 introduction to class, review of syllabus, thinking like an entrepreneur, setting up a web presence, building a support system(creating an audience, a community)
8/28 brainstorming, identifying opportunity, collaboration, goal setting, time management,
6 word memoir, personal anecdote

Week 2 9/4

1 and 5 yr. goals

Kent Barker

Week 3 9.9/11

Vision, Values, Voice (Company Overview)

- defining your business model
- vision collage
- website launch

Week 4 9.16/18

Where, How, What (Competitive Analysis)

- Mission statement 1st draft
- Creativity/imagination Understand your environment, your audience, your customer, and your competition. How will you reach them? What is practical and what is not?
- Understanding need
- **Shama Kabani (Marketing Zen Group)**

Week 5 9.23/25

Mission statement, SWOT analysis due

- Research
- Collect data

Week 6 9.30/10.2

The Marketing Plan

- locating and connecting with the perfect customer
- marketing mediums
- branding
- demographics
- perfect customer portrait, marketing mediums

speaker - Kristine Rogers (Sparkfarm)

Week 7 10.7/9

Networking

Entrepreneur interview, marketing plan due Press Release
Elevator Pitch

Week 8 10.14/16

The Financial Plan

- How much money you will need
- How much you will spend
- How much you will make
- reframing beliefs, money map, spreadsheet, sum it up
- **10/16 speaker -finances**

Week 9 10.21/23

Making it Real (The ActionPlan)

- SMART goals -the “what” and “how”
- To-Dos
- Request and accountability
- **10/23 speaker**

Week 10 10.28/30**The Power of Storytelling**

- The art of the pitch, selling your idea.
- **10/30 speaker -Jeff Fraley**

Week 11 11.4/6**Operational Plan**

- How it all gets done
- elevator pitch

Week 12 11.11/13**The Cliffnotes version of your business plan (Executive Summary)**

- Practice Pitching
- business plan draft

Week 13 11.18/20**Fine Tuning/Imagining New Possibilities**

- adjustments, refinement, alternatives, potential
- **11/18 speaker -Christy Pierce (grant writing)**

Week 14 11/26/27

- Creating communities
- Practice and Tailor Pitches
- **speaker -legal**

Week 15 12.2/4

- **speaker Big entrepreneur**
- **Pitching of the Business Plan**

Week 16

- **Final Week**

Attendance Policy

Attendance is mandatory. This class is sequential, with each class building on the previous one. Thus regular attendance is important to successfully complete this course. Students must be present and ready to work, if not, will be considered late; leaving early is regarded the same as lateness. When breaks are given during class, returning late is the same as coming late to class. Being late three times will be counted as one absence. Anyone missing 20 or more minutes of class will be counted as absent. Three absences are allowed, regardless of the reason surrounding them. After three absences your grade will be dropped one letter. Each additional absence will lower your final grade another letter. If you are late to class you are responsible for any material you missed.

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the

University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ses/fao>).

Americans With Disabilities Act:

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92- 112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

Academic Integrity:

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Student Support Services Available:

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

Lab Safety Training: Students registered for this course must complete all required lab safety training prior to entering the lab and undertaking any activities. Once completed, Lab Safety Training is valid for the remainder of the same academic year (i.e., through the following August) and must be completed anew in subsequent years. There are no exceptions to this University policy. Failure to complete the required training will preclude participation in any lab activities, including those for which a grade is assigned.

Electronic Communication: [UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business

regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, [which is located \[insert a description of the nearest exit/emergency exit\]](#). When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.