

University of North Carolina at Chapel Hill

ECON 328 - Arts Entrepreneurship - Spring 2018

This course fulfills the “tracks” requirement of The Shuford Minor in Entrepreneurship - Prerequisites: Economics 101, Economics 125, Economics 325.

Instructors:

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Class Time/Location:

Tuesdays and Thursdays: 2:00 – 3:15 PM
HILL HALL #212

Office hours

By Appt: at Hill Hall 206B and
the Entrepreneurship Suite at Gardner Hall

Course Description:

The goal of this course is to provide students with the tools necessary to become effective arts leaders and to understand what is required to succeed in entrepreneurial arts ventures. The course will build upon basic business plan principles taught in Econ 125 and Econ 325 by giving students the opportunity to conceptualize, write, and in collaboration with others, present formal business plans for entrepreneurial ventures in the arts. Each student will be assigned to a team to develop a business plan for an arts venture, such plans to include mission statements, personnel analyses, financial analyses including income and expense projections, marketing plans, and legal issues. For each of these topics, students will examine the challenges and changing nature of entrepreneurship and innovation that are unique to the arts. For example, students will gain an understanding of how intellectual property rights protect creative expression and how they can honor and reference the work of others without infringing creative rights. A goal of this course is to provide examples of entrepreneurial challenges and explore how arts industry leaders address them. We invite leaders in the arts industries to join us in the conversations, providing students with opportunities to interact with such leaders, develop contacts, and pursue internships in a continuing effort to prepare them for potential careers in the arts. We will explore special topics from the music, film, television, theatre, live performance industries and others. As careers in music can dovetail into work in other major media, we place special emphasis on the music industry and its practices including copyright, music rights, licensing, fees and royalties, issues that must be understood in the formal use of music in any media. Overall, students will learn to navigate challenges prevalent in arts entrepreneurship, such as

crafting meaningfulness, audience cultivation, social media, publication, marketing and genre challenges.

Guests have included:

Edoardo Ballerini, Film, Television and Theatre actor/writer; “The Sopranos”, “Boardwalk Empire”, “Romeo Must Die”.

Barbara Cane, Executive Vice President and General Manager, BMI

Lionel Conway, Music Publisher and Advisor for Madonna, Elton John, U2, Tom Waits

Bruce Grakal, Attorney; Ringo Starr, The Beatles, Leslie Bricusse, Frank Wildhorn

Michael Jackman, Film Producer and Post Production Supervisor; “Gangs of New York”, “Eternal Sunshine of the Spotless Mind”, “The Aviator”, “The Arrival”

Steve Levine, Talent Agent and Partner, ICM Partners; Chris Rock, Jay Leno, Jon Stewart, Ellen DeGeneres, Howie Mandel, Kathy Griffin.

Neal Marshall, Television and Film Producer, Director and Writer; Andrew Dice Clay, Joan Rivers, Katt Williams, Snoop Dog Presents; The Flamingo Kid (writer)

9th Wonder, Hip Hop artist, composer and producer

Edward Strong, Theatre Producer and Partner at Dodger Theatricals; “Jersey Boys”, “Guys and Dolls”, “Big River”, “Matilda”

Required Readings:

1. Arts Entrepreneurship Slides Created by Instructors
2. Bound by Law?: Tales from the Public Domain, New Expanded Edition by Keith Aoki, James Boyle, Jennifer Jenkins
3. Selections from the following texts:

Peter F. Drucker, *Innovation and Entrepreneurship*

Walter Isaacson, *Steve Jobs*

Reynold Levy, *They Told Me Not to Take that Job: Tumult, Betrayal, Heroics and the Transformation of Lincoln Center*

Assignments and Grading:

The course requirements include 10-12 written assignments, some of which will be individually prepared; others will require teamwork. Students will present works in progress for peer critique; by doing so they will learn to give, accept and implement constructive feedback. All students will be expected to discuss drafts of their work during one on one mentorship meetings throughout the semester where we will help in identifying opportunities for the strengthening of their proposals. Through these opportunities, students will develop team building and written and oral communications

skills that are essential to arts professionals. They will also learn to respond to constructive criticism by adapting their work to accommodate some of the insights expressed by their peers and instructors. Evaluation of students will be based on their meaningful contribution to all class discussions, creativity and diligence in selecting, revising and presenting their projects, as well as the growth they exhibit in developing their projects. Students will also be evaluated by their ability to give, graciously accept and integrate feedback from faculty and their peers.

Team Project (40%)

The business plan, as described above, will be 6-10 (or more) pages. Several drafts will be due throughout the semester with guidelines for the projects regularly provided. Each assignment during the semester will be individually graded and such grade credited the same to each team member. All assignments will be averaged together for the final grade. The final assignment will count as two grades and included as such for overall grade averaging.

Attendance (10%)

Attendance counts for 10% of the course grade and will be assessed on a proportionate basis. There are no excused absences unless approved in advance.

Participation (20%)

Participation in class will be assessed in terms of students' contributions to class discussion (quality and frequency of contributions are equally important). Those who make a dedicated and sincere effort to advance class discussion regularly and whose contributions are thoughtful and relevant will receive higher grades in this area. We therefore look forward to, and expect, unsolicited contributions to the discussion. We want you to challenge yourselves, your team and our entire class through our discussions. We require you to visit our office hours at least once during the semester to talk with us about any matters related to the course or about arts entrepreneurship in general. You are of course welcome to visit more often.

Class Final (20%)

For the team projects, students will be required to make a live presentation to the class of 5-7 minutes in length. This will be followed by a short Q&A of the type that should be expected in the arts industries and/or the investment communities. It is of critical importance that each team develop a short, live pitch for the proposed venture. The pitch should be honed and practiced to effectively and clearly communicate the concept, and most of all, to convey its uniqueness and its innovative properties. This skill will be practiced throughout the semester.

Event Attendance (10%)

In order to encourage a wide exposure to the world of the arts, students are required to attend two live artistic performance events during the semester and submit a 1-2 page overview. This may include theatre productions (including those at Playmakers), visual art exhibits (such as at The Ackland, FRANK or local museums), music performances – club or concert types, dance concerts, and CPA shows, etc. Such overviews should

include analyses of how entrepreneurship and innovation was or could have been applied to these events.

Honor Code.

The Honor Code is in effect for this class as with all others at the University. The instructors of this course are committed to treating Honor Code violations seriously and urge all students to become familiar with the Code's terms (<http://instrument.unc.edu>). If you have any questions about the Code's application, it is your responsibility to inquire.

Grading Scale. The following ten-point grading scale is used for this course:

94 and above: A	91-93: A-	88-90: B+	84-87: B
81-83: B-	78-80: C+	74-77: C	71-73: C-
68-70: D+	64-67: D	61-63: D-	60 and below: F

The following rubric will be used to assign letter grades:

A	94-100	B-	80-82	D	60-69
A-	90-93	C+	78-79	F	0-59
B+	88-89	C	73-77		
B	83-87	C-	70-72		

Thu JAN 11	<p>Course Introduction Review: What is Entrepreneurship? Class and instructor introductions; Venture proposals.</p> <p>Projects for approval and selection will be due on Thursday, Jan 18</p>
Tues 16	<p>What is <i>Arts</i> Entrepreneurship? PP Presentations</p> <p>ASSGT for Thursday, Jan 18: Proposals for approval and selection; discuss live presentations for the 18th</p>

Thurs 18	<p>Business Plan: Components; discussion of each Mission statement discussion Live student presentations of Proposals Breakout session</p> <p>DUE: Proposals for approval and selection (assigned Jan 16)</p>
Tues 23	<p>Live student presentations of approved Proposals Instructor determination of group projects for development to be made by Jan 25</p> <p>Discussion: Business Plan Outline</p> <p>ASSGT: Business Plan Outline (DUE: Tuesday, Jan 30)</p>
Thurs 25	<p>Results: Proposals for development announced. Teams assigned.</p> <p>Topic: Transactional and Intellectual Property Issues Central to Entrepreneurial Success in the Arts – Deborah Gerhardt</p>
Tues 30	<p>DISCUSSION: Mission Statements</p> <p>ASSGT: Mission Statements (DUE: Tuesday, Feb 6)</p> <p>DUE: Business Plan Outline (assigned 1/23)</p>
Thurs FEB 1	<p>Live student presentations of approved Projects Breakout session – team discussions</p>
Tues 6	<p>Topic: The Music Industry – Ken Weiss</p> <p>DUE: Mission Statements (assigned 1/30)</p>
Thurs 8	<p>Topic: START UP</p> <p>Assignment: Preparing START UP outline and revising Mission Statements (Due Tuesday, Feb. 13)</p>
Tues 13	<p>Topic: Copyright and Trademark Deborah Gerhardt</p> <p>DUE: START UP (assigned 2/8)</p>
Thurs 15	<p>Discussion: MARKETING</p>

Tues 20	<p>Topic: Why a Life in the Arts? Mark Katz, Distinguished Professor of Humanities Director, Institute for the Arts and Humanities</p>
Thurs 22	<p>Discussion (continuing): MARKETING</p> <p>Assignment: Preparation of formal Marketing plans (Due: Thursday, Mar 1)</p>
Tues 27	<p>Discussion: PERSONNEL and FACILITIES</p> <p>Assignment: PERSONNEL and FACILITIES (Due: Thursday, March 8)</p> <p>MARKETING – Team presentations of Marketing Plans</p>
Thurs MARCH 1	<p>Topic: Entrepreneurship in Photography – a Life in Rock and Roll Henry Diltz – Photographer, Musician, Artist</p> <p>DUE: FORMAL MARKETING PLANS (assigned 2/22)</p> <p>ARTS EVENT REVIEW #1 DUE</p>
Tues 6	<p>TOPIC: Entrepreneurship in Independent Recording and Distribution Guest: Glenn Dicker, CEO and co-Founder Yep Roc Records and Redeye Distribution</p>
Thurs 8	<p>Due: PERSONNEL and FACILITIES (assigned 2/27)</p>
SPRING BREAK Mar 12 – Mar 18	<p>SPRING BREAK</p>
Tues 20	<p>FINANCE - Discussion: Income and Expenses</p> <p>ASSGT: Basic REVENUE and EXPENSE CATEGORIES (Fixed and Variable) Analysis (Due: Friday, 3/23)</p>

Thurs 22	GUEST (TBA)
Fri 23	Due: Basic REVENUE and EXPENSE CATEGORIES (assigned 3/20)
Tues 27	Discussion: Expense projections
Thu 29	Discussion: Expense projections ASSGT: Expense Projections – FIRST 12 MONTHS Due: Tuesday, 4/3
Tues APRIL 3	TOPIC: ETHICS DUE: Expense Projections – FIRST 12 MONTHS (from 3/29)
Thu 5	Discussion: Revenue projections
Tues 10	Discussion: Executive Summaries ASSGT: EXECUTIVE SUMMARIES DUE 4/17
Thu 12	Live Team Pitches - practice
Tues 17	Live Team Pitches - practice DUE: EXECUTIVE SUMMARIES (assigned 4/10)
Thu 19	Final - LIVE presentations of business plans
Tues 24	Final - LIVE presentations of business plans

Thu
26

Review and discussion of final formal business plans

ASSGT: Fully revise all Business Plans for Final Project Grade

ARTS EVENT REVIEW #2 DUE

FINAL PAPERS DUE on 4/29 – LATE SUBMISSIONS WILL BE PENALIZED