

Is there a musical project you want to create, launch, or lead?

There's a special class for you **this spring**:

Advanced Practicum in Music Entrepreneurship

ME 2001, 2 credits, Spring 2017

Tuesdays, 10-11:50 am, Location TBA

The Practicum is designed as a graduate-level course, with students admitted by application.

Advanced undergraduates may also apply.

The class focuses on helping students plan and implement their own projects; examples include creating a new festival, an online teaching studio, instrument repair service, launching a new ensemble, music software program, media company, planning a tour, releasing an album, plus other clearly defined entrepreneurial projects).

Through a supportive think-tank class environment, students will create and implement project action plans; the instructor, industry guests and seminar participants will offer a range of feedback. Students may also be paired with MSM faculty or alumni for additional mentoring sessions and offered networking, referrals and research leads.

In addition to project work, the course will include additional assignments and readings. Topics will include goal setting, feasibility assessment, business plans, proposal writing, project management techniques, team building and delegation, fundraising, marketing, PR, and how to enlist advisors and supporters.

Applications are due by 5pm on Friday, December 2, 2016.

TO APPLY: submit detailed answers to the following questions via email to the course instructor, Casey Molino Dunn, Director of the Center for Music Entrepreneurship, cmdunn@msmny.edu. *Attach your answers as a Word or PDF document.*

1. What is the goal of your project? Why are you doing this?

What is your motivation, what need or problem does this project address? Consider (and detail) whether the project will benefit others and how will it impact your community.

2. What specific activities will take place as part of your project during the spring semester?

Be sure to include what will you need to do, learn and/or create for your project during the semester. Also outline your timeline and include a sequence of activities with guesstimated dates for when you will need to complete each step.

3. Will you have collaborators? If you've determined your collaborators, list their names and explain the nature and level of their participation.

So we can find out a little more about you, attach either your bio or résumé along with your application.