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Research Project in Musical Entrepreneurship

Lisette Gagnon
gagnonu@uwindsor.ca

Claire Zimmerman
zimmermm@uwindsor.ca

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**RESEARCH PROJECT IN MUSICAL ENTREPRENEURSHIP**

CLAIRE ZIMMERMAN & LISETTE GAGNON

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**Abstract**

Working within the context of contemporary Western culture and the modern music industry, research in both branding and marketing strategies for small musical groups has led to our development of professional portfolios for two case studies. Researchers in the field such as Levente Perice, who conducted a case study on the career of Jay-Z, and explained how entrepreneurship positively correlates with success in the music business; Jeremy Wade Morris, who wrote "Artists as entrepreneurs; can we succeed;" and Steve Jones, who understands the important connection between music and the internet; all advocate for the importance and relevance of entrepreneurship in the careers of any twenty-first century musician. In order to "practice" entrepreneurship however, through online research, collaboration, inquiry, and group discussion, we concluded that the key "physical" or "digital" components of a brand can be combined to create a press kit or E-Portfolio. The following two case studies will offer valuable entrepreneurial insight for professional musicians, or aspiring small business owners, who wish to learn how to develop and maintain a successful brand. Case Study 1: Claire Zimmerman - University of Windsor Chamber Choir: Collaboration with choristers and the choir director have lead to creative discussions regarding marketing, dress code, social media, and photo shoots along with the ongoing development of the E-Portfolio. Case Study 2: Lisette Gagnon - Acoustic Duo: Lisette & Tyler. To meet professional expectations for work in the field, an E-Portfolio was completed and a show reel was created to compile performances and showcase a desirable brand. The process of completing the E-Portfolio has lead to understanding the critical importance of documentation, with regards to all our professional activities. Future challenges include research on website development. Both studies continue through the Winter semester. A SoCA Friday presentation has been completed to present the findings to the general SoCA student body. Type of Proposal: A Performance component (by one or both of the Case Study Groups) will accompany the Digital Poster presentation.

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**Scholarly References**