

# MUSIC MARKETING SEMINAR CLASS 2019



## HANDS ON LEARNING

This semester, the students in Dr. Stan Renard's Music Marketing Seminar participated in a project-based learning initiative building a business from the ground up from incubation to delivery. The goal of this class project was to teach the students how to create and manage a company, while gaining real-world experience and raising funds and awareness for the UTSA Music Marketing program.

The student-founded company is called Mesa Mix and specializes in hand made cassette-tape-like coffee tables. The Department of Art and Art History has graciously let Dr. Renard and his students use their woodshop and has provided additional Faculty and technical support.

Eric Ryberg co-runs the woodshop with Adrei Renteria, a Senior Lecturer for the Art Department who teaches Two Dimensional Foundations, Drawing I, Basic Painting, and Figure Drawing.

Andrei received his Bachelor's in Fine Arts in 2010 and continued on with his Masters in Painting and Drawing from UTSA. Eric, who is a graduate assistant at UTSA, is also currently working on his Masters in Sculpture. This is the first time that Eric has collaborated and assisted developing a project with another department. Last year, he assisted the Engineering Department in the woodshop, but he only supervised the team. This time around he has been getting his hands dirty with the students.





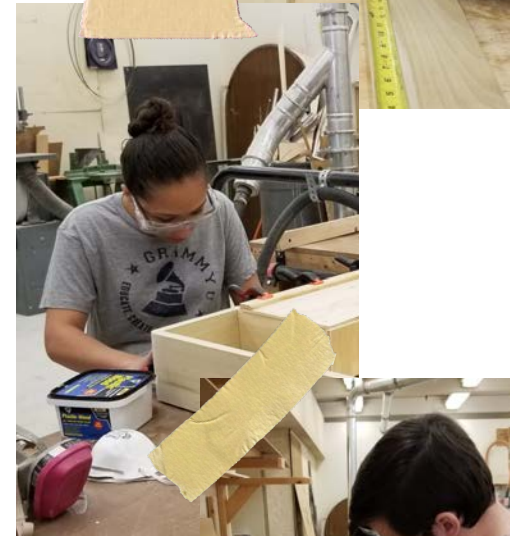
As for Andrei, his experience collaborating outside of his department has increased over the years. Over the past few summers, he has dedicated himself to creating murals for the Art Department and has now partnered with the San Antonio Zoo to create a mural on-site. Andrei believes that this is the start of an amazing streak of future collaborations with Dr. Stan Renard, Music marketing students, and the Music department at large. He is hoping to continue his interdisciplinary partnership with music students to assist him interpret a piece for an exhibition he plans to open later this year.

The Mesa Mix team spent 3 hours each week building the tables. Although the project is not overly complicated, the team ran into some troubleshooting in the beginning. Eric believes that the project could have been finished within two weeks if the group had worked on it every day.

Eric found this project intriguing, as he felt the cassette themed coffee tables were unexpected. "The theme of the project is something that students can get excited about, and it sparks a specific interest in the department and in prospective buyers," he explained. Andrei believes that "it's interesting to do something different, out of the ordinary, that expands the repetitive aspect of the woodshop".

Eric has had an excellent experience working beside our students in the Music Department. "Everyone is so eager to learn and excited to participate. I enjoy seeing the different phases of the project as well as seeing new people every week," Eric states. He would love to see more departments work together. He feels it would be good for the university and help create a campus-wide community.

Gregory Elliot, the Chair of the Art and Art History Department, is very excited to see interdepartmental participation blossom. It has been a goal of his to work alongside other departments and to encourage other departments to work together as well. He hopes to see much more collaboration emerge in the future.



[CLICK HERE TO WATCH THE MESAMIX TEASER TRAILER](#)

STUDENTS WORKED HARD TO  
DELIVER A PRODUCT THAT IS  
UNIQUE AND TASTEFUL