

## **Entrepreneurial Media**

JOUR 4102-001

Fall 2017

M 5:30 a.m.-8:30 p.m., Meeman 106

Dr. Roxane Coche (Office: MJ324)

Office Hours: Tuesdays from 1:30 to 3 p.m. and Wednesdays from 9 a.m. to noon, or by appointment.

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## **COURSE REQUIREMENTS**

### **CATALOG DESCRIPTION:**

Examines business models and new media tools that can encourage entrepreneurial thinking and planning in various fields of mass communication, as well as the theory and practices of traditional media management. Subjects will include assessment, organization and strategy, budgeting, decision-making, and other functions in advertising, news, and public relations.

### **CLASS OBJECTIVES**

The overall goal is to help you acquire a range of new skills needed by entrepreneurial media workers, and for you to learn, as media innovators, the new ethical dilemmas that are arising. You will get a basic grounding in the skills and knowledge you will need to not only start your own media-related businesses, but also to bring entrepreneurial, innovative thinking into legacy organizations. In other words, by the end of the semester, you will have (1) started to develop an entrepreneurial tool kit and (2) understood the business dynamics in the current media landscape.

### **TEXTBOOK**

*Media Innovation and Entrepreneurship* edited by Michelle Ferrier & Elizabeth Mays.

Open Textbook available at <https://press.rebus.community/media-innovation-and-entrepreneurship/>.

### **GRADING – UNDERGRADUATE STUDENTS**

The course grade for undergraduate students will be calculated as follows:

Individual assignments	20%
Final individual portfolio / brand	25%
Group assignments	20%
Final business plan and pitch	25%
Participation & non-graded work involvement	10%

### **GRADING – GRADUATE STUDENTS**

In addition to regular classwork, graduate students will serve as leaders in group projects, and turn in additional assignments: First, each week, all *graduate students* must write a one-page paper (12-point Times New Roman, double-spaced, 1-inch margins) reflecting on the assigned readings and/or coursework. Second, toward the end of the semester, graduate students will have to respond to a few questions to give our textbook's authors feedback about their work. I will grade these answers based not only on the quality of writing (grammar, coherence, etc.), but also on thoughtfulness and depth.

The course grade for graduate students will be calculated as follows:

Individual assignments	15%
Final individual portfolio / brand	20%
Group assignments	15%
Final business plan and pitch	25%
Readings reflections	10%
Textbook feedback	15%

### **ATTENDANCE & CLASS CONDUCT**

Attendance is mandatory and will be taken at the beginning of each class session. You are allowed two unexcused absences; after two, additional unexcused absences will drop your final grade by one letter grade for each absence. Missing a total of six classes will result in the student failing the course. University policy for excused absences applies to this course.

Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from your final grade for each additional tardy. No exception.

If you know in advance that you have to miss class, you must get in touch with me in a timely manner. We meet on Mondays, so on Fridays at the latest would be best.

### **DEADLINES**

All deadlines are firm. This is journalism and strategic media. Assignments turned in late will not be graded and given an automatic 0.

### **DIVERSITY**

You will be required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, you are expected to consider your work through a diverse mind.

### **WEATHER POLICY**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, you may still be responsible for that day's work. Check your emails.

### **WRITING**

As a journalism student, you are required to write an extensive amount and adhere to the Associated Press style guide when appropriate. When writing an email to the instructor, you must always follow the basics of email etiquette. Emailing is not texting.

### **ASSIGNMENT FORMAT**

Each assignment will come with unique guidelines –all posted online. Be sure to follow these guidelines exactly. **Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, may receive a grade of 0.**

Note that plagiarism is unforgivable in our field. It essentially ends one's career in the professional field, and could also end a student's career. Any plagiarism will result in a failing grade for the course and the responsible student may be referred to the university's Academic Integrity Committee for discipline.

**TENTATIVE TIMETABLE:  
JOUR 4102/7100  
Class Schedule for Fall 2017**

Note: Readings in addition to the textbook will be posted online as the semester progresses.

**Week 1 (08/28)**

Course introduction. Critical thinking exercise. Go over Part I (Developing the Entrepreneurial Mindset).

**Week 2 (09/04)**

Read Parts I (Developing the Entrepreneurial Mindset) and II (Ideation). Come to class with a few start-up ideas we will discuss. Making groups. Critical thinking exercise.  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 3 (09/11)**

Discuss media disruption. Critical thinking exercise. Get in groups, start work on group project.  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 4 (09/18)**

Read Part III (Customer Discovery). Critical thinking exercise. Discuss individual projects. More group work.  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 5 (09/25)**

Read Part IV (Business Models for Content & Technology Ventures). Turn in individual project plan. Critical thinking exercise. More group work.  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 6 (10/02)**

Critical thinking exercise. Customer Discovery presentations (+ Turn in written document before presentations start).  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 7 (10/09)**

Turn in "Problems and Challenges" assignment. Critical thinking exercise. Work on individual projects and/or group projects.  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 8 (10/16)** ~ Fall Break, no class.

**Week 9 (10/23)**

Individual Project reading – Part V (Nonprofit Model Development) or VI (Freelancing as Entrepreneurship and Consulting as Business Models). Critical thinking exercise. Turn in final Customer Discovery document at the end of class.  
*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 10 (10/30)**

Read Part VII (Pitching Ideas). Elevator Pitch exercise. Work on individual projects and/or group projects. Critical thinking exercise.

*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 11 (11/06)**

Read Part VIII (Startup Funding). Critical thinking exercise. Turn in group budget at the end of class.

*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 12 (11/13)**

Read Part IX (Marketing Your Venture to Audiences). Critical thinking exercise. Work on individual projects and/or group projects.

*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 13 (11/20)**

Critical thinking exercise. Work on individual projects and/or group projects.

*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 14 (11/27)**

Critical thinking exercise. Work on individual projects and/or group projects.

*Graduate students:* Turn in one page reflecting on readings or coursework before class.

**Week 15 (12/04)**

Presentations – Your pitch must include a Powerpoint. No Prezi. Business plans due.

*Graduate students:* Turn in textbook feedback by Wednesday, December 6 at midnight.

**FIVE PILLARS OF JOUR4102**

- *Professionalism:* Students learn the professional standards and routines of entrepreneurship by discussing the creation a startup and pitching for it in front of mock investors.
- *Writing:* Students must write a business plan and other thought-driven assignments.
- *Multimedia:* Students address multi-platform communication and the tools useful for businesses in the multimedia age for both their startup and their individual website.
- *Critical Thinking:* Students must research and evaluate the audience and market for their startup business. They must also find solutions to the various challenges they face as they try to get their (real or mock) startup off the ground.
- *Media Literacy:* Students are exposed to the vocabulary and tools of entrepreneurship as it relates to journalism and mass communication.

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4102:

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

#### ***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Acquire awareness of the media marketplace and the need for innovation
- Establish a working knowledge of the startup process
- Understand the basic principles of entrepreneurship
- Develop and refine skills for pitching

#### ***Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):***

- Participate in seminar-type discussion about assigned readings
- Deliver effective elevator pitches
- Create business plan for a real or mock startup
- Create an individual brand for one's own website
- Conduct individual and/or group research into specified management or entrepreneurial topics regarding the application of theories and approaches in the management literature to media organizations

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:**

### *Awareness:*

- Become aware of the impact of the digital revolution on the media industry, especially on the business models that have financed media enterprises
- Become aware of journalism and mass communication's current industry situations
- Become aware of cases of startup media companies and cases of traditional media organizations that have been transforming to adapt to the new media ecosystem

### *Understanding:*

- Understand the process of innovation
- Evaluate how individuals and new media outlets develop content and business plans
- Demonstrate a keener sense of how to get a job in the current media industry
- Understand how to become a more intelligent consumer and producer of media content

### *Application:*

- Apply techniques and processes to transform innovative ideas into a sustainable business plan
- Pitch one's business idea to mock investors who work in the entrepreneurial media industry
- Create a personal brand to make oneself competitive on the current media job market
- Develop and update a website to promote that personal brand

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

**EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.



**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

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