

Entrepreneurial Media

JOUR 4102-001/7100-001, M50

Spring 2016

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

Dr. Roxane Coche

Office: Meeman 324

Office hours: Monday 1:30-4:30 p.m.

Tuesday 1:30-4:30 p.m.

Wednesday 9:30-11 a.m.,

and 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 journalists, 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 (1) have started to develop an entrepreneurial tool kit and (2) have understood the business dynamics in the current media landscape.

TEXTBOOK:

Jarvis, J. (2014). *Geeks bearing gifts: Imagining new futures for news*. New York: CUNY Journalism Press.

OTHER REQUIREMENTS:

One Flash Drive (At least 1 GB capacity)

GRADING:

Your course grade is based on your involvement and participation in the course, assignments throughout the semester, and your final business plan and pitch. Final grades will be calculated as follows:

Involvement and participation	15%
Assignments	40%
Final business plan and pitch	45%

NOTE: Evaluation/grading of writing assignments will be weighted toward individual progress and improvement.

Involvement and Participation (15%)

Class attendance is mandatory in the Department of Journalism. You should consider this class your “job” in the educational process and be on time just as you would elsewhere. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival.

Furthermore, due to the nature of this course, you are expected to be actively engaged in your learning process. If you want to stay passive, this is not the class for you. An entrepreneur can never remain passive. My role is to efficiently guide the class throughout the semester, but it is your responsibility, as a class, to bring all projects to fruition. This course will be successful only if all of you participate. Thus, part of your overall grade will be determined by your active involvement in class, group activities and discussions. This includes online activities.

Assignments (40%)

You will be writing throughout the semester, reflecting on the readings, completing a case study, presenting some of your work to your classmates, and more. All assignments will be discussed in class and posted on eCourseWare. It is your responsibility to check eCourseWare and your emails regularly (at least once a day) so you know what is due on which day. All deadlines in this course are firm, as explained below.

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.

Final business plan and pitch (45%)

You will develop a business plan for a start-up throughout the semester, which you will pitch on the last day of class in a presentation. There will be deadlines and updates along the way to guide you. More details on eCourseWare.

ATTENDANCE & CLASS CONDUCT:

Attendance is mandatory and will be taken at the beginning of each class session. You are allowed three unexcused absences; after three, additional unexcused absences will drop your final grade by one letter grade for each absence. Missing a total of seven 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.

DEADLINES

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will not be graded and given a 0. Exceptions may be made for reasonable circumstances if the student notifies the instructor prior to the deadline.

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 writing an email to the instructor, you should always follow the basics of email etiquette (see eCourseWare), I may not respond otherwise. Emailing is not texting.

ASSIGNMENT FORMAT:

Each assignment will come with unique guidelines –all posted on eCourseWare. 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 journalism. It essentially ends a journalist's career 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 Spring 2016**

Note: What follows is a tentative schedule. The syllabus is a general plan for the course; the instructor reserves the right to make changes as the semester progresses. If there are any changes, you will of course be notified in a timely manner.

Many readings for this class are online, due to the nature of the course. Check eCourseWare for weekly readings (besides the textbook).

Week 1 (01/19)

Introduction to entrepreneurship, guest speaker.

Week 2 (01/26)

Class introduction; exploring start-up ideas.

For next week, besides readings on eCourseWare, read Introduction & "Part 1: Relationships" in textbook.

Week 3 (02/02)

Discuss readings & media disruption; more start-up ideas; making up teams; sign up for case study.

Besides readings on eCourseWare, read Introduction & "Part 1: Relationships" in textbook.

For next week, besides readings on eCourseWare, read "Part 2: Forms" in textbook.

Week 4 (02/09)

Starting with the basics; case study check-in; work on final projects (basic research).

Besides readings on eCourseWare, read "Part 2: Forms" in textbook.

Week 5 (02/16)

Building a business, making it sustainable; work on final projects (research and determine target audiences); case study check-in.

Week 6 (02/23)

Case study presentations and discussion; the social media revolution.

Week 7 (03/01)

Quick introductory presentations about your final projects: identify problems and challenges you are facing/will face this semester.

For the first class after spring break, besides readings on eCourseWare, read “Part 3: Models” in textbook.

Week 8 (03/08)

Spring Break

Week 9 (03/15)

Work on final projects (find solutions to the problems and challenges you identified before the break, start surveying your target audiences).

Besides readings on eCourseWare, read “Part 3: Models” in textbook.

Week 10 (03/22)

Surveying target audiences, cont.; what is a good pitch?

Week 11 (03/29)

Presenting findings about target audiences; business plan components; work on final projects.

Week 12 (04/05)

Law for media entrepreneurs; work on final projects.

Week 13 (04/12)

Working on pitches and business plans.

Week 14 (04/19)

Working on pitches and business plans.

Week 15 (04/26)

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

See further instructions on eCourseWare.

FIVE PILLARS FOR JOUR4102

- **Professionalism:** Students learn the professional standards and routines of the entrepreneurship by discussing and creating a startup.
- **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.
- **Critical Thinking:** Students must research and evaluate the audience and market for their startup business.
- **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 tools and technologies appropriate for the communications professions in which they work.

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
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PERFORMANCE STANDARDS TO BE MET (demonstrable skills, abilities, techniques, applied competencies):

- Seminar discussion participation, to include presentations on assigned topics and/or readings.
- Create business plan including individual 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 IN JOUR4102:

The class is designed to teach students the business aspects of journalism and mass communication.

Awareness

Becoming aware of journalism and mass communication industry situations.

Understanding

Understanding the process of innovation, as well as the plan to start a business.

Application

Creation of a startup business pitch in the field of journalism and mass communication.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- 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 tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES**PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

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

“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)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

DISABILITY:

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

WEATHER POLICY:

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, students will still be responsible for that day’s work.

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.