

**Jour 7100/Entrepreneurial Journalism and Media Management**

Spring 2012

5:30 – 8:30/Monday/MJ106

Lurene Kelley, Ph.D

MJ312

T/TH 9:30 – 11:30

246-3368 (cell – call or text)

725-4822 (home)

lkelley@memphis.edu

**COURSE REQUIREMENTS**

**CATALOGUE/COURSE DESCRIPTION:**

This course will examine 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 environment assessment, organization and strategy, budgeting, decision-making, and other functions in advertising, news, and public relations.

**PREREQUISITE:**

Graduate or Law student

**TEXTBOOKS:**

(Required) Redmond, J., & Trager, R. (2004). *Balancing on the wire: The art of managing media organizations* (2<sup>nd</sup> ed.). Cincinnati: Atomic Dog Publishing [ISBN: 1-59260-062-X]. Free digital version will be available to class.

(Required) Briggs, M. (2011). *Entrepreneurial Journalism: How to Build What’s Next for News* [ISBN: 978-1-60871-420-9]. \$22.95

**CLASSROOM FORMAT:**

Lecture and discussion. This is a graduate level seminar. You are expected to come to class prepared for discussion. This means you will have completed your readings before the class so that we can discuss and advance them.

**GRADING:**

Topic paper, proposal, and presentation .....50%

Quizzes/exams.....30%

Attendance and participation .....20%

**TOPIC PAPER:** You will have one major written assignment. You will be required to pitch your proposal with a PPT presentation.

You will submit a 3-5 page paper that outlines your section of the business plan and research.

1. You will have a team presentation with a completed pitch deck (10-minute time limit).
2. You must email copies to your professor and all class members the day indicated on the class schedule.

## **TENTATIVE TIMETABLE:**

### **Jan 16**

MLK holiday. No class.

### **Jan 23**

R&T, Chapter 1 & 2: The Rise of the American media model & Managing in a Media Environment.

Class overview.

**Discuss Project: Management Theory Paper or Business Proposal**

### **Jan 30**

B, Chapter 1 & 2: Understand the News Ecosystem & Get Inspired by Success

Speaker: Entrepreneur

### **Feb 6**

B, Chapter 3: Go Where the Money Is

**PPT presentation: Entrepreneurial endeavor you admire**

### **Feb 13**

R&T, Chapter 3 & 4: Human Influences on Media Organizations & Equity, Expectancy and Climate.

Speaker: Media Manager

### **Feb 20**

B, Chapter 4 : Don't Wait, Innovate

**PPT Project Proposal Due: Submit Proposal for Management Theory Paper or Business Proposal**

### **Feb, 27**

R&T, Chapter 7 & 8: Leadership & Applying Strategy

Speaker: Media Manager

### **March 5**

Spring Break

### **March 12**

B, Chapter 5: Turn Your Idea into a Business

Speaker: Entrepreneur

### **March 19**

R&T, Chapters 10 & 11: The Business Side of Media Management

Speaker: Media Manager

### **March 26**

B, Chapter 6 & 7: Build Your Business Know-How and Harness Technology

### **Apr 2**

B, Chapter 8: Go To Market

Speaker: Entrepreneur

**Apr 11**

R&T, Chapters 14 & 15 Regulating Electronic Media & Contract and Employment Law

**Apr 18**

**NO CLASS – you will have an assignment on ecourseware.**

**Business plan due by email @ 5:30 p.m. CST**

**Apr 25**

**Final Project PPT presentation to be made in front of class.**

## ASSESSMENT

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR7100:**

- 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.

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

- Graduate seminar discussion participation, to include presentations on assigned topics and/or readings.
- 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.
- Tests, quizzes, and other assessments as needed

### **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**

**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.

**CELLPHONES:**

You must turn them off during 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. 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 due to 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 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.

"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.

**DISABILITY:**

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