

Entrepreneurial Media

JRSM 7100-001, M50

Fall 2021

Prof. Cynthia Daniels

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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.

Textbooks, Software and Required Materials

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

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

Articles/Podcast:

How to Overcome the Bias We Have toward Our Own Ideas Source:

<https://hbr.org/2019/05/how-to-overcome-the-bias-we-have-toward-our-own-ideas>

Listen to StartUp Podcast. Published April 5, 2014. In episode one, Alex Blumberg botches his pitch to Silicon Valley billionaire Chris Sacca. Link:

<https://www.podchaser.com/podcasts/startup-podcast-158098/episodes/gimlet-1-how-not-to-pitch-a-bi-7008476>

Classroom format

Class meets in Meeman Journalism Building room 108 from 5:30 p.m. until 8:30 p.m. on Thursdays starting August 26, 2021 and ending December 1, 2021. Students are expected to complete all reading assignments before each course and come prepared to discuss the materials. This course will include brief lectures from guest speakers (e.g., editors, publishers, entrepreneurs, start-up experts, agency owners, elected officials, and business and nonprofit leaders) who will provide key connections between the coursework and practical application. Students are encouraged to engage with the speakers and ask questions. Unless otherwise noted, assignments are due to me via the eCourseware system on the Saturday following class at 9 a.m. Central.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>

2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 7100-001/M50 to enter your course and read the instructions on the welcoming page

Course Requirements

Attendance & class conduct

Attendance is mandatory and will be taken at the beginning of each class session. You are allowed two unexcused absences. However, you may still be responsible for that day's work. 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. Class will start on time. If you know in advance that you miss class, you must notify me via email at cdniels6@memphis.edu at least two days prior to class.

Deadlines

All deadlines are firm. Assignments turned in late will not be graded and given an automatic 0.

Writing

Students are required to write an extensive amount and adhere to the Associated Press styleguide when appropriate.

Assignment Format

Each assignment will come with unique guidelines –all posted online. Be sure to follow these guidelines exactly. Work that does not comply with these guidelines, as well as the production specifications indicated for the assignment, may receive a grade of 0. Additional readings will be posted online. Students are expected to follow the University of Memphis policy on academic integrity. Plagiarism, cheating and fabrication are not accepted.

Grading

All graduate students must submit an individual project, reflection papers based on the coursework/readings and complete a group project. All graduate students must submit a weekly one-page reflection paper (12-point Times New Roman, double-spaced, 1-inch margins) on the assigned readings and/or coursework.

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

Reflection Papers	15%
Individual portfolio development assignments	15%
Final Individual portfolio	20%
Group business plan and pitch development assignments	30%
Final business plan and pitch	20%

Assignment categories and points or percentage

weights. A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-

92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

Other issues

Most classes require use of a tablet, laptop or a smartphone. Email is the preferred method of contact. My email address is cdniels6@memphis.edu. Emails will typically receive a response within 24 hours during standard business hours Monday through Friday. When writing an email to the instructor, you must always follow the basics of email etiquette. Text messages are not considered official email communication. While most work will be completed outside of class, structured project time will be scheduled during class throughout the course.

COURSE SCHEDULE

Week 1, 8/26/21: Introduction to Course

Review of Syllabus. Critical thinking exercise. Discuss Group Project. Formation of groups. Lecture on Ideation. Readings: Media Innovation and Entrepreneurship: Developing the Entrepreneurial Mindset Assignment: Listen to StartUp Podcast. Published April 5, 2014. In episode one, Alex Blumberg botches his pitch to Silicon Valley billionaire Chris Sacca. Link: <https://www.podchaser.com/podcasts/startup-podcast-158098/episodes/gimlet-1-how-not-to-pitch-a-bi-7008476>. Submit Reflection Paper.

Week 2, 9/2/21: Overview of the Ideation Process

Speaker on Ideation. Ideation exercise. Discuss start-up ideas with your group. Group work. Readings: Media Innovation and Entrepreneurship: Ideation. How to Overcome the Bias We Have toward Our Own Ideas Source: <https://hbr.org/2019/05/how-to-overcome-the-bias-we-have-toward-our-own-ideas> Assignments: Submit Reflection Paper. List of two to four start up ideas.

Week 3, 09/9/21: Customer Discovery

Lecture on core business assumptions and business models. Discuss individual projects. Speaker on Media disruption. Critical thinking exercise. Meet with your groups to work on group project. Readings: Media Innovation and Entrepreneurship: Customer Discovery Assignments: Submit Reflection Paper.

Week 4, 9/16/21: Business Models for Content & Technology Ventures

Lecture on Business Models. Guest Speaker on Financing a Small Business. Critical Thinking Exercise. Group Project time. Readings: Media Innovation and Entrepreneurship: Business Models for Content & Technology Ventures. Assignments: Submit Reflection Paper.

Week 5, 9/23/21: Freelancing as Entrepreneurship and Consulting as Business Models

Lecture on Freelancing. Critical thinking exercise. Customer Discovery presentations. Readings: Media Innovation and Entrepreneurship: Freelancing as Entrepreneurship and Consulting as Business Models Assignments: Submit Reflection Paper. Submit Customer Discovery presentation. Turn in individual project plan at end of class.

Week 6, 9/30/21: Nonprofit Model Development

Lecture on Nonprofit Development. Speaker on Nonprofit Development. Critical Thinking Exercise. Group Project time.

Readings: Media Innovation and Entrepreneurship: Nonprofit Model
DevelopmentAssignments: Submit Reflection Paper. Submit Group project plan at end of class.

Week 7, 10/7/21: Pitching Ideas

Lecture on Pitching. Speaker on Startup Pitching. Critical thinking exercise. Work on individual projects and/or group projects.

Readings: Media Innovation and Entrepreneurship: Pitching Ideas

Assignments: Submit Reflection Paper. Submit "Pitch" assignment.

Week 8, 10/21/21: Startup Funding

Lecture on Startup Funding. Speaker on Startup Funding. Critical thinking exercise. Readings: Media Innovation and Entrepreneurship: Startup Funding

Assignments: Submit Reflection Paper. Turn in final Customer Discovery document.

Week 9, 10/28/21 : Marketing Your Venture to Audiences

Lecture on Marketing Your Venture to Audiences. Group and Individual Project reviews.

Elevator Pitch exercise. Work on individual projects and/or group projects.

Readings: Media Innovation and Entrepreneurship: Marketing Your Venture to Audiences
Assignments: Submit Reflection Paper.

Week 10, 11/4/21: Product Management

Speaker on Product Management. Project Management exercise.

Readings: Media Innovation and Entrepreneurship: Product Management

Assignments: Submit Reflection Paper. Submit Group budget at the end of class.

Week 11, 11/11/21: Entrepreneurship Abroad: Cultural and International Perspectives and Challenges

Lecture on Entrepreneurship outside the U.S. Critical thinking exercise. Work on individual projects and/or group projects.

Readings: Media Innovation and Entrepreneurship: Entrepreneurship Abroad: Cultural and International Perspectives and Challenges

Assignments: Submit Reflection Paper.

Week 12, 11/18/21: Final Individual Presentations | Last Class

Critical thinking exercise. Individual Presentations. Assignments: Submit Individual Presentations at end of class.

Week 13, 11/25/21: Thanksgiving Holiday No Class

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be

accepted without

prior arrangements with the class 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has

posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty

take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

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

Student support

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can

help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach &

Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measures

requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Fall 2021

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.