

MMC 3254 Media Entrepreneurship

Fall 2019 Syllabus

Professor: Ms. Kelsy Adams

Contact: kadams1@ufl.edu

Class Time: Monday 9:35 am to 10:25 am

Office Hours: Monday 11:00 am-1:00 pm and by appointment

Instructor's policies

Emails will receive a response within 24 hours during standard business hours Monday-Friday. **Respect is of the utmost importance in any industry or job title, therefore, speaking out of turn, over classmates during discussion and during guest lectures. Behaviors such as use of electronics for non-academic purposes, or arriving late or leaving early will not be tolerated, and will result in a deduction of attendance points for the day.**

Course overview

This course is for future media professionals who aspire to control their careers.

Rather than be cogs in a corporate machine, people in this class will make a difference by being indispensable because of their ideas, their ability to put those ideas into actions and by finding an audience.

You will learn techniques to develop projects and businesses that take advantage of the evolutionary environment in digital media. You will find a community to serve and find ways to deliver while also making at least enough money to keep the project going. You will be a lynchpin in the success of a media company, the entrepreneur who starts the next amazing company or the independent media professional who provides unique insights to help others grow their businesses.

Most all, you will do the scary work of evaluating a most precious asset — you.

Extrovert or introvert, artist or business minded, writer or visual, you will start to identify strengths and weaknesses and how they will serve you. Then, you will bring those attributes to a team.

To do this, we will talk and share. My title is lecturer so I will ramble a bit, but you will be expected to contribute. You need to share your ideas and, just as important, listen to your classmates. Before the end of the semester you will be forming project teams and who you work with may be the most important decision you make in this class.

Although this is a just one-credit class, showing up is important, but not enough. You will do need to do something to surprise me, and yourself.

Course Goals

By the end of the course, students should be able to:

- Answer the question of “Why you?”
- Learn how to create internal projects in a corporate environment as an “intrapreneuer.”
- Learn business concepts that will allow you to create a business, work for yourself or manage your career working within a media company.
- As part of a team or individually depending on class size, create a prototype and business plan for a viable digital media startup.

Course Format

The class is one credit and meets one period, one day a week. Most work will be done outside of class.

You will have reading assignments in advance of class and will be expected to contribute in the conversation.

We will also schedule an additional meeting time at the end of semester for project teams or individuals to pitch their media company proposals.

We will also schedule practice sessions for that presentation.

As you can see, although this is a one credit class, it carries a workload.

Required Texts

“The Startup of You” by Reid Hoffman and Ben Casnocha. Crown Business, 2012. ISBN:978-0307888907. Also available as an e-book.

“The Art of the Start 2.0” by Guy Kawasaki. Portfolio, 2015. trade ISBN 9781591847847. Also available as an e-book.

Suggested Texts

“The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change” by Stephen Covey. Free Press, 2004. ISBN: 978-0743269513. Also available as an e-book.

“The Lean Startup” by Eric Ries. Crown Business, 2011. ISBN: 978-0670921607. Also available as an e-book.

“Zero to One” by Peter Thiel with Blake Masters. Crown Business, 2014. ISBN: 978-0804139298. Also available as an e-book.

“Linchpin: Are You Indispensable?” by Seth Godin. Little, Brown Book Group, 2010 ISBN 1591843162. Also available as an e-book

Other readings will be assigned during the semester.

No late assignments will be accepted unless documentation is provided in the case of a medical emergency. Approval is based on the discretion of the instructor. Extensions will be provided for 48 hours, after which assignments will not be accepted.

Assignments and Grading

Why You? (10%)

This is a paper of about two double-spaced pages that thoughtfully identifies the competitive advantage you now bring to the workplace or wish to develop. Be specific about the skills you bring and why they are distinctive. (Hint: “good writer” is not a competitive advantage.) Be specific about the skills you wish to develop to make yourself distinctive and how you plan to acquire those skills.

Legacy Media Intrapreneurship Paper (30%)

This is a paper of about five double-spaced pages about a legacy media organization of your choice – preferably, one you would like to work for. Your paper will analyze the market challenges and opportunities facing the organization. It will propose realistic innovations and ways to infuse intrapreneurship into the organization to help it adapt to the evolving digital media environment.

Digital Startup Presentation and Business Plan (50%)

This is a presentation built on the lean startup model. It incorporates several elements:

- a) Identification of an underserved niche market and an analysis of the competition
- b) Market research involving potential customers
- c) Internal SWOT Analysis of your company and where it fits in the chosen industry
- d) An 18-month business plan that identifies revenue sources, estimates
- e) Expenses and proposes a viable path to economic sustainability
- f) Justification for why your proposal is viable and why you’re the right person to do it

You will present your project to a panel of professionals who will have questions for you and will assess the originality and viability of your project.

Class Participation (10%)

Class participation/activities reflects the quality of interactions within the classroom. Contributions to class discussions and in-class exercises increase this grade. Obvious inactivity (including sleeping), disruptions (such as consistently arriving late to class), or obvious lack of effort lowers the grade. It is necessary to attend class to receive class participation credit and students may not make up class activities that they miss.

Attendance is mandatory. Anyone coming late (after a 5-minute grace period), or missing a class loses attendance points for the day. Coming in late is extremely disruptive. Exceptions can be made for illness, family emergencies, jury duty or military service. All of these require documentation in order to not lose a letter grade in the course.

Academic Honesty

As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. The instructor of this class is bound to take that commitment seriously and encourages you to contact her with specific questions regarding the Honor Code and your responsibilities within this course.

Specifically, plagiarism will be grounds for significant penalty, including potentially failing the course and being reported to student judicial board. Plagiarism may include a failure to

cite sourced material, copying portions of others' work without appropriate citation, and inappropriately reusing your own work from other courses. Cheating on exams also is a violation of the honor code.

University of Florida students are expected to read, understand, and follow the Student Conduct & Honor Code. Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions up to and including academic probation and expulsion. Please make sure we do not have to go down that road together.

Tutoring Services

The new Writing Studio is a free service for current UF graduate and undergraduate students. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own work. Their main office is 302 Tigert Hall, and their office phone is 352-846-1138. They also offer online tutorials from 11am-4pm ET on Wednesdays. You must register in advance for all tutorials.

Students With Disabilities

Students requesting accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. Please contact the professor within first two weeks of class with documentation to request accommodations. I will most happily (and legally) comply!

Help With Coping

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575. The UF Police can be reached at 392-1111 or, in an emergency, by dialing 911.

Instructor Evaluation

Students are highly encouraged to provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu> and are typically open during the last two or three weeks of the semester. Thank you for taking the time to complete this process.

Grading Scale

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69

D	64-66
D-	60-63
E	59 or lower

CLASS SCHEDULE

Date	Topics	Speaker	Assignment
January 6	The Current and near-future digital environment (opportunities in today's media environment)		Read: Hoffman Ch 2 pgs 36-38; Kawasaki Ch 1
January 13	Identifying your personal competitive advantage (Why you?: Your competitive advantage)		
January 20	No Class: Martin Luther King Day		Read: Hoffman pgs 8; 19-24; 30-35
January 27	Your unique value proposition (building a team)		Read: Hoffman Ch 1 pgs, 19-23
February 3	Finding opportunity (finding the audience)		Why you? Paper due Read: Hoffman Ch 4, Kawasaki Ch 7
February 10	Conducting research into your target market (Building Contacts)		Read: Materials on Canvas
February 17	Sources of revenue (\$\$\$)		Read: Materials on Canvas
February 24	Legacy media intrapreneurship (intrapreneurship)		Read: Kawasaki Ch 5
March 2	No Class: Spring Break		
March 9	Challenges and Benefits of Entrepreneurship		Intrapreneurship paper due
March 16	How to write an elementary three-year business plan (facing the challenges of entrepreneurship)		
March 23	Competition analysis (the competition and market research)	Library Research Day	
March 30	Presentation Skills		
April 6	Business Plan Workshop		
April 13	Business Plan Review	Individual Meetings	Business plan drafts Due
April 20	Final presentation before the shark tank		Final Business Plans Due

**Class schedule is subject to change at instructor's discretion*