

MMC 3254 Media Entrepreneurship

Fall 2022 Syllabus

**Professor:** Bill Stump

**Contact:** [William.Stump@ufl.edu](mailto:William.Stump@ufl.edu)

**Class Time:** Wednesdays at 9:35 – 10:25 am (Section 16326) and 10:40 – 11:30 am (Section 16325).

**Office Hours:** By appointment

### **Course overview**

MMC 3254 Media Entrepreneurship introduces student journalists to the current trends and opportunities that exist in a constantly changing media landscape.

The course offers background and insights into how journalistic and entrepreneurial skills can be applied to evolving media business models. These new media models include, but are not limited to, websites, social media and influencer content and marketing, email newsletters, blogs, and branded content creation and management.

The course investigates general concepts of entrepreneurship and how digital technologies, and the Internet have transformed media economics. Students will use recent media start-ups as case studies for applying entrepreneurial principles.

This course is for those interested in using their skills and abilities to work in one of the various forms of media today. The intent behind the instruction is to offer a broad view of the industry and the variety of ways people can use what they know to build their careers.

In this class students will be exposed to different approaches to product development that takes advantage of the evolutionary environment in digital media, one that requires less reliance on a “corporation” and more on personal agency and an evolving tool kit of skills and abilities.

This approach also allows them to serve communities of which they are a part, taking advantage of their insider understanding and passion for particular affinity groups and lifestyles.

This type of work is less predictable because success is up to the individual and the products and communities they build, but nothing is more rewarding.

In this class, students will start to identify their strengths and how to apply them in the work world. The Delphic aphorism is still true today: The first step to success is to

“know thyself.”

This requires exploration. What’s been done, by who, why, and how? What resonates with short- and long-term goals? We’ll look at case studies and hear from those who’ve built success, with an eye toward students building their own version of You Inc.

This is a one-credit class, so you won’t be inundated with reading and other commitments. The key to success is simple: show up, pay attention, do the work, be a good classmate, and participate. That’s a good recipe for career success, too.

Anything else students would like to learn, just speak up; we have a whole semester together. Consider me a sounding board for any questions you have about journalism. I may not always know the answer, but I probably know someone who does.

### Course Goals

Expected Learning Outcomes	Methods of Assessment
Begin to establish an online media presence.	In-Class Assignments, Writing/Posting Assignments; Final Project
Understand how media organizations and individuals are adapting to digital disruption.	In-Class Assignments; Writing Assignments
Be a more economically viable media citizen (i.e., learn to create ideas that generate revenue).	In-Class Assignments; Writing Assignments; Final Project
Understand the economics of media, how they’re changing, and what that means for the future.	Writing Assignments, In-Class Assignments; Final Project
Improve your use of media software and tech platforms	In-Class Assignments; Final Project

### Course Format

- The class is one credit and meets one period, one day a week. Work will be done in and outside of class.
- You will have about 30-minutes of assignments per week – reading, listening, watching interesting stuff from interesting people -- in advance of class, and will

be expected to contribute to class.

- You will develop an idea in broad strokes and have one minute to pitch it to the group as your class focus during our “project slam” session.

## **Attendance**

The expectation is that you will attend class and do the work assigned for each day.

## **Class Preparation, Assignments, and Late Work**

Please complete all of the assignments before their respective class or due date. The calendar in this syllabus is laid out in a week-to-week format. It tells you what you need to complete before each class.

This document contains all of the due dates, and it’s important that you meet those deadlines. People who consistently miss deadlines typically don’t sustain a career.

If you ever have a question about an assignment, ask it sooner rather than later so you don’t fall behind.

## **Speakers and Events**

We’ll have various speakers join us in class virtually throughout the semester. Due to their busy schedules, these speakers will be announced as we progress through the semester.

## **Assignments**

### **Create a Modern Media Brand**

In this assignment, you’ll create a media brand that uses a digital platform to create and distribute unique content that requires reporting, research, planning, and execution. Students will pick a beat/topic/theme and distribute content through social, blog, email newsletter, podcast, or another approved platform.

By the end of the semester, students will have posted five robust pieces of content. The goal is to build an audience over the semester and begin to establish a measurable online presence.

You will be graded on the unique value proposition your theme brings to the market, how well you take advantage of what the format you choose offers you creatively and

as a business platform, and the ingenuity, freshness, voice, accuracy, and authenticity of your writing and editing.

**Post One Due Sept. 7. 100 Points.**

**Post Two Due Oct. 5. 100 Points.**

**Post Three Due Nov. 9. 100 Points.**

**Post Four Due Dec. 7. 100 Points.**

**Post Five Due Dec. 14. 100 Points.**

### **Final Project and Presentation**

In this final assignment, you'll share a final post as outlined above, and submit a 500-word "elevator pitch" that outlines a "go-to-market" strategy that you can present to an employer, investor, or partners to make your idea a business. You will submit the document for grading and present it live to the class.

Questions you'll need to address:

What have you created?

Why?

Who is it for?

What success metrics suggest potential?

Why will it be valuable in the future?

You'll be graded on the idea, its value, its potential, its crispness and supporting data, and on how well you've incorporated what you've learned in class. You'll also be graded on the quality of your final post and how well you've maintained the strength of your theme.

**Final One-Minute Presentation is Dec. 14. You will provide a one-page summary of your pitch prior to class, then deliver your presentation to the group. 100 Points.**

### **In-Class**

You'll have various in-class short assignments during the semester. These will be practical exercises based on speakers, readings, and topics in class. This will be part of your class participation grade. These will work toward your participation grade.

### **Grading**

You'll be graded on "in-class" work, your posts, and final project and presentation. The

usual qualitative measures of good journalism will apply – creativity, well-reported and -written, accurate, useful, authoritative – are important in addition to how well you apply the themes and ideas we are discussing in class. Although it will difficult to drive substantial metrics in a short-time, identification of the measures that matter, and reporting out the measures, will be expected.

Your work will be weighted like so out of a possible 1,000 points:

**In-Class Attendance/Participation:**

40% (8 Assignments/Canvas Posts @ 50 points per for 400 points)

**Project Posts:**

50% (5 Posts @ 100 points per for 500 points)

**Final Project + Presentation:**

10% (Final one-pager and elevator pitch for 100 points)

Details of each assignment will be handed out separately. If you're having trouble with an assignment or understanding a topic, email me or set up a time to discuss via Zoom.

The goal is for you to produce your best work possible, so please choose a blog and final project topic that you're passionate about.

Late assignments will lose 10 points per day. After four days it will not be accepted.

**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.

## **Diversity Statement**

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

The craft of journalism strives to be objective. However, much of the gathering of information for reporting purposes could be from subjective sources that are historically built on subset of privileged voices.

Furthermore, we often find ourselves relying on information about historically important events that were mostly framed through the perspectives of a segment of our society.

I acknowledge that it is possible that there may be both overt and covert biases in the course's material due to the lens and/or period of time in which it was written. Please contact me with feedback if you have any suggestions to improve the quality of the course materials.

Furthermore, I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives, and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official records, please let me know.
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.
- If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at [jhernandez@jou.ufl.edu](mailto:jhernandez@jou.ufl.edu).

If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.

## **Tutoring Services**

The 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.

## **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**

<b>A</b>	94-100
<b>A-</b>	90-93
<b>B+</b>	87-89
<b>B</b>	84-86
<b>B-</b>	80-83
<b>C+</b>	77-79
<b>C</b>	74-76
<b>C-</b>	70-73
<b>D+</b>	67-69
<b>D</b>	64-66
<b>D-</b>	60-63
<b>E</b>	59 or lower

## CLASS SCHEDULE

<b>Date</b>	<b>Topics</b>	<b>Speaker</b>	<b>Assignment</b>
Aug. 24	Intro to Media Entrepreneurship:  The Changing Media Landscape of the last 20 years and where we go from here.		Reading: <a href="#">Remaking the New York Times</a>  <b>Discussion Post (1 of 8):</b> In 150-words, share what changes have you seen in media – like Mark Thompson cites -- in the last 5 years that have changed your usage habits? Reply to the discussion



			<p>post in Canvas by end of day Friday.</p> <p><b>50 Points</b></p>
August 31	<p>Intro to digital platforms, advantages, and disadvantages to each, with examples of successful media entrepreneurs in each and how to measure success.</p>		<p><b>Discussion Post (2 of 8):</b> Chose a topic for your “brand” project.</p> <p>Research various digital platforms and choose one that you will use to create and distribute your branded content.</p> <p>Share what you’ve decided to do and why. Reply to the discussion post in Canvas by end of day Friday.</p> <p><b>50 points</b></p>
Sept. 7	<p>Case Study: Everyone has a podcast, but should they? What’s the value and how do you make a great one?</p>		<p><b>Assignment Due:</b> Project Post (1 of 5). Submit a link through Canvas to a post of your recently created personal brand on the appropriate platform.</p> <p><b>100 points</b></p>
Sept. 14	<p>Speaker: The World’s Coolest Brand is run by a U of F journalism major</p>		<p><b>Discussion Post (3 of 8):</b> In 150 words, reply to a discussion post on Canvas by end of day Friday. <b>50 Points</b></p>

Sept. 21	<a href="#">Why You Should Quit Social Media.</a> Presentation followed by discussion of the social media as a business and as a consumer.		Optional Viewing: The Social Dilemma.
Sept. 28	Speaker: Taking your talent to a Creative Agency. The surprisingly satisfying world of pitching creative work to brands.		<b>Discussion Post (4 of 8):</b> In 150 words, reply to a discussion post on Canvas by end of day Friday. <b>50 Points</b>
Oct. 5	Presentation: <a href="#">The Medium Really is the Message.</a> How the platform impacts the content. Reading in class followed by discussion.		<b>Assignment Due:</b> Project Post (2 of 5). Submit a link through Canvas to a post of your recently created personal brand on the appropriate platform. <b>100 points</b>
Oct. 12	Speaker: Turning a personal passion into a journalism career		<b>Discussion Post (5 of 8):</b> In 150 words, reply to a discussion post on Canvas by end of day Friday. <b>50 Points</b>
Oct. 19	Data Analytics: How to measure what matters		
Oct. 26	Speaker: Intro to influencer marketing		<b>Discussion Post (6 of 8):</b> In 150 words, reply to a discussion post on Canvas by end of day Friday. <b>50 Points</b>
Nov. 2	Case Study: The continued relevance of email newsletters. What makes for success?		<a href="#">Reading: Morning Brew</a>
Nov. 9	Case Study: How to create content for big brands and still		<b>Assignment Due:</b> Project Post (3 of 5). Submit a link

	maintain journalistic integrity.		through Canvas to a post of your recently created personal brand on the appropriate platform. <b>100 Points</b>
Nov. 16	Speakers: How two young creatives moved to another country and found success.		<b>Discussion Post (7 of 8):</b> In 150 words, reply to a discussion post on Canvas by end of day Friday. <b>50 Points</b>
Nov. 23	Fall Break		N/A
Nov. 30	Speaker: From news shows to Facebook to bureau chief. How one producer has adapted their career over the last two decades.		<b>Discussion Post (8 of 8):</b> In 150 words, reply to a discussion post on Canvas by end of day Friday. <b>50 Points</b>

Dec. 7			<b>Assignment Due:</b> Project Post (4 of 5). Submit a link through Canvas to a post of your recently created personal brand on the appropriate platform. <b>100 points</b>
Dec. 14	Class Elevator Pitches		<b>Final Assignments Due:</b>  Project Post (5 of 5). Submit a link through Canvas to a post of your recently created personal brand on the appropriate platform. <b>100 points</b> --- 1-page outline of brand “elevator pitch.” Delivery of pitch to class. <b>100 points</b>

## Suggested Texts

“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.

**Bill Stump** is a creative executive with deep experience launching, leading, and growing healthy lifestyle brands in the U.S. and abroad. He has held top brand positions at Men’s Health, Women’s Health, and Prevention, and is currently Senior Vice President at HEVE Inc., a creative marketing and advertising agency in New York.