

## MMC3254 - Media Entrepreneurship

Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch business and financial plans, and study social media strategies.

Prereq: sophomore standing or higher.

Class #13392

R | Period 7 (1:55 PM - 2:45 PM)

 Online

 [Textbooks](#) 

Additional Details

 EEP Eligible

Instructor **Caitlin Gardner**

Meet  Online (100%)

Credits 1

Department Journalism

Final Exam 5/1/2026 @ 10:00 AM - 12:00 PM

Class Dates 01/12/2026 - 04/22/2026

## MMC 3254 – Media Entrepreneurship

**Spring 2026 • Thursdays, Period 5 (11:45 a.m.–12:35 p.m.)**

**Modality:** Virtual via Zoom (link in Canvas)

**Optional in-person meet-up:** Feb. 11, 12 or 13 (time and location TBD)

**Instructor:** Caitlin Murphy Gardner

**Email:** [murphy@ufl.edu](mailto:murphy@ufl.edu)

**Office hours:** Mondays 10 a.m. – noon, (via Zoom)

### Course Description

Media Entrepreneurship explores how to build, launch and grow ideas in today's rapidly evolving media landscape. Through real-world case studies, entrepreneurial exercises and a modern look at how creators, journalists and brands innovate, students will learn how to identify opportunities, test ideas, pitch solutions and bring creative ventures to market. This course explores how each of us have our own strengths, and to quickly identify those. The class blends startup thinking with creator economy insights and corporate innovation strategy so students can develop their own entrepreneurial mindset and career advantage.

### Course Objectives and Learning Outcomes

By the end of this course, students will:

- Understand entrepreneurial thinking and apply it to media, content and communications industries
- Explore how creators, journalists and brands build products, platforms and communities
- Develop idea-generation, customer discovery, positioning and pitching skills
- Analyze revenue models, competitive landscapes and market opportunities
- Learn how entrepreneurship works inside companies (intrapreneurship)
- Build and present a media venture concept or innovation idea
- Gain insights from guest speakers working across startups, agencies, tech and content creation

### Required Materials

Strength Finders suggested, no required textbook. Articles, short videos, worksheets and tools will be provided in Canvas.

## **Class Modality and Participation**

This course meets live on Zoom. Active participation is essential. Cameras should remain on unless you have an approved accommodation. Because this is a 50-minute course, punctual attendance and engagement in activities are key to your success.

## **Weekly Schedule**

Classes run **Jan. 15 – Apr. 16, 2026**.

No class **Mar. 19** for Spring Break.

This course features a **mix** of lectures, hands-on workshops and guest speakers.

## **Week-by-Week Outline**

### **Week 1 — Thu, Jan. 15**

Welcome, what is a media entrepreneur, overview of course, trends shaping the industry

### **Week 2 — Thu, Jan. 22**

How ideas become opportunities: identifying problems worth solving – Looking for your luck

### **Week 3 — Thu, Jan. 29**

Creator economy and personal brand platforms: where influence becomes business

### **Week 4 — Thu, Feb. 5**

Customer discovery and audience insights for media ventures

### **Week 5 — Thu, Feb. 12**

How to develop a Minimum Viable Product (MVP) in media – gig economy

### **Feb. 11–13**

#### **Optional in-person meet-up & portfolio/idea reviews (date TBD)**

Location and time TBD

### **Week 6 — Thu, Feb. 19**

Revenue models in media, journalism, creator and branded content

### **Week 7 — Thu, Feb. 26**

Corporate innovation and intrapreneurship: building ideas inside companies

### **Week 8 — Thu, Mar. 5**

Pitching: storytelling, positioning and presenting yourself and your idea

### **Week 9 — Thu, Mar. 12**

Crisis, resilience and innovation under pressure – the Art of Failing Forward

### **Spring Break — Thu, Mar. 19**

**No class**

### **Week 10 — Thu, Mar. 26**

Go-to-market strategy: distribution, content, partnerships and growth

**Week 11 — Thu, Apr. 2**

Using AI responsibly to accelerate creative and entrepreneurial work

**Week 12 — Thu, Apr. 9**

Freelancing, consulting and the gig economy for media professionals

**Week 13 — Thu, Apr. 16**

Final presentations and feedback

**Final** — Friday, May 1, 2026 @ 10:00 AM - 12:00 PM

**Assignments and Grading (500 points total)**

- **Attendance and participation (125 points)** — Engagement in class workshops, peer feedback, support & encouragement, polls – Cameras on
- **Idea Sparks (weekly submissions) (100 points)** — Short reflections or idea prompts
- **Entrepreneurial Snapshot (75 points)** — One-page analysis of a media venture
- **Prototype / MVP Exercise (75 points)** — Low-fidelity test of an idea
- **Final Project: Media Venture Pitch Deck (125 points)** — 6–10 slide deck + 2–3 minute pitch

**Grading scale:**

A 465–500 • A- 450–464 • B+ 435–449 • B 420–434 • B- 400–419  
C+ 380–399 • C 365–379 • C- 350–364 • D+ 335–349 • D 320–334 • D- 300–319 • E below 299

**Attendance and Make-Ups**

Because this is a 50-minute, discussion-centered course, engagement is essential.

One excused absence is permitted with prior notice. Unexcused absences deduct **20 points** each from the final grade.

**UF Policies and Resources**

**UF Honor code:** <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

**DRC:** <https://disability.ufl.edu/>

**Course Eval Link:** <https://gatorevals.aa.ufl.edu/>

**Student Support Services:** <https://umatter.ufl.edu/> and <https://counseling.ufl.edu/>