

# Loyola University Chicago Syllabus

**TERM:** Fall 2018

**COURSE:** COMM 371: New Media Entrepreneurship

**TIME:** Wednesdays 7-9:30

**ROOM:** SOC-Room 014

**INSTRUCTOR:** Cavanaugh L. Gray (cgray@luc.edu)

**OFFICE HOURS:** Wednesday by appointment 5:45PM-6:45PM (Lobby of Communications Building); via Skype (cavanaughlgray); Google Hangouts; Facebook

## COURSE OVERVIEW

This course takes a look at the rise of new media and how it has changed the landscape of modern day entrepreneurship. Using new media as a framework, students will learn to develop the skills necessary to create transformative ideas, gain greater insight into the startup environment while examining the challenges of starting a new business. In addition, students will learn strategies for addressing common management, marketing and financial obstacles that often slow small business growth through a series in-class discussions, assignments and quizzes. The course concludes on Pitch Day where students present their project ideas developed over the course of the semester to the class and a panel of judges.

## REQUIRED COURSE MATERIALS

To help keep cost down we will be using the text below throughout the course of the semester.

[\*The Entrepreneurial Spirit Lives\* by Cavanaugh L. Gray](#) (Free for Amazon Prime Members)

In I have posted an article [\*8 Must Read Books for Every Startup\*](#) that includes a short list of old and new titles for helping to grow your small business.

## COURSE POLICIES

This class takes a close look at how you conduct yourself within the class, with one another, your participation in the class and your overall professionalism. We don't want to waste our time together arguing about behavior. Let's agree to the following ground rules so that we can focus on learning:

## **Absences and Tardiness:**

It is imperative that you attend class and arrive on time.

Come prepared for class, engage and ready to participate.

If you need to miss a class due to an illness, emergency or major conflict be sure to notify me ahead of time at [cgray@luc.edu](mailto:cgray@luc.edu). Be prepared to provide documentation for your absence. Acceptable documentation depends on the circumstance including obituaries, doctor's notes, etc. **Notes from parents are generally not acceptable, nor are notes from your friends/roommates. It is at the discretion of the instructor to accept the excuse and documentation.** If acceptable documentation has been provided, you will be allowed to make up whatever work has been missed for that class.

Unexcused absences will result in lower scores in the areas of participation, professionalism, quizzes and in-class exercises. Your grades in these areas start at zero (not 100), and you earn points as the semester progresses. We do not calculate these grades until the end of the semester.

**This absence policy does not apply on days that a project is due. Students are expected to be present for all project and presentation days.**

## **Due Dates:**

You will be treated as professionals, which means that deadlines **MUST** be met. This class has a very rigid late policy. **An assignment is considered late if it is not turned in at the desired time either at the beginning of class or on the assigned day.** In other words, coming to class 20 minutes late on a day that an assignment is due will result in the loss of one letter grade per day. On the sixth day after the due date, your grade becomes an automatic zero. Please contact Professor Gray to provide advance notice if you know that you will be late or will have to miss class. **You must provide advanced notice.**

## **Style & Spelling Policy**

To be a successful communicator pay attention to proper grammar, punctuation and spelling.

To learn more about grammar, purchase a copy of [\*The Elements of Style\* by William Strunk Jr. & E.B. White's](#) (\$14.95) or [\*A Pocket Style Manual\* by Diana Hacker](#) (\$7.00). It will be one of the best investments you've ever made.

## **Participation and Professionalism:**

Your opinions matter and your participation is essential to the class subject matter. Academia should be a safe place where you have the freedom to voice your opinion. I only ask that your discussions take into account and are respectful of your fellow classmates. You will, however, be penalized for disrupting class. Talking on cell phones, texting, excessive talking with classmates,

e-mailing, arriving late/leaving early, sleeping, working on other work in class, repeatedly coming in late for class, not respecting your fellow classmates or being disrespectful to your professor. Any of these infractions will lower the class participation/professionalism portion of your grade. For repeated infractions the following protocol will apply:

- It is at the discretion of the instructor to formally note any professionalism infractions.
- The second offense will be formally document.
- A third offense will result in setting up a meeting with administration.

### **Class participation and grading scale:**

A: Student is always engage in both listening and participation. Punctual to class with no class absences.

B: Frequent and meaningful contribution to class. Regular attendance; student is mostly engaged in listening and participation.

C: Occasional participation in class discussions. 1-2 classes missed; student listens; multitasks often

D: Only participates when called upon. Unacceptable participation and engagement; multitasks often.

F: No class participation. Consistent tardiness or missed classes; not respectful of others; extreme multitasking

### **Academic Dishonesty Policy:**

Plagiarism of any form, of any kind and of any length will be reported to the Dean of Students and the student will automatically receive a failing grade for that assignment. Cheating on in-class assignments or any other work associated with this class will receive a similar punishment. More than one infraction will result in a failing grade for the course. As you know, plagiarism constitutes using another's words or ideas without acknowledgment. It is also considered equally dishonest to invent quotes, facts, scenarios and so on. Any ideas from previous classes must be submitted to your instructor for approval. It will be considered plagiarism to turn in work for based on work you have already done for another class. **You must turn in original work for all class assignments.**

### **Special needs:**

If you have a special circumstance that may have some impact on your coursework and for which you may require accommodations, please contact me within the first two weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD).

Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website.

### **Laptop and cell phone policy:**

Although technology has revolutionized the media landscape, it doesn't always help you learn. The more you multitask, the less you learn. Multitasking in class can be disruptive to me and the students around you. Please don't multitask in class.

### **Grading:**

Grades don't always indicate how much you're getting out of a class, or school in general. **Getting As on assignments or out of this class should not be your primary goal-if it is you might miss something.**

We take a lot of time to make our grading policy transparent. **You will receive a rubric for each assignment, along with an explanation of potential point deductions.** I will always evaluate your work and provide you with an explanation of why you've earned a particular grade.

Each assignment gradually increases in points as you are expected to incorporate what you have learned into each subsequent assignment. After all, as you learn, you should get better. The in-class discussions, exercises and activities are designed to help you gain a better understanding of small business concepts. **Since you have chosen to be in this class I am going to challenge you to do your best work.**

All quizzes will be based on our in-class discussions. **The quizzes will be posted on Sakai and will only be open for a 24 hour period beginning at 9pm on Wednesday night after each class.** Depending on that week's class schedule, you might have the last half hour of class to start the assigned quiz. Your grades will be sent directly to Gradebook. You are, however, expected to read your assignments before class begins.

### **Grade Disputes:**

From time to time grade disputes can occur. As a result you are encouraged to keep track of all grades. If you believe that you have been graded in error please send your instructor an email explaining the problem and to schedule a class office hour if necessary. You have a one-week window after an assignment has been returned to dispute a grade. After that timeframe all grades are final.

### **Final Grade Breakdown:**

In-Class Activities Participation and Professionalism: 100 points

Quizzes: 100 points

Assignment One (100 Points): Press Release or Article Placement

Assignment Two (200 points): Podcast or Vlog

Assignment Three (250 points): Digital Advertising

Final Project (250 points): Pitch Presentations

**Individual Assignment Grade Scale:**

A: 100-94	B-: 82-80	D+: 69-68
A-: 93-90	C+ 79-78	D: 67-63
B+: 89-88	C: 77-73	D-: 62-60
B: 87-83	C-: 72-70	F: 59-0

**Total Semester Grade Point Scale:**

Grades are absolutely not rounded up at semester's end

A: 1000-940	B-: 829-800	D+: 699-680
A-: 939-900	C+ 799-780	D: 679-630
B+: 899-880	C: 779-730	D-: 629-600
B: 879-830	C-: 729-700	F: 599-0

# 2018 COMM 371 FALL SCHEDULE

Information in the syllabus is subject to change and students will be notified of any changes.

## Week 1: August 29, 2018

- **DISCUSSION:** Syllabus Review/Media Through the Ages/The Birth of New Media?
- **ASSIGNED READING:** [\*The Most Trusted Name In News by Matthew Belloni\*](#)
- **DUE NEXT WEEK:** What's your definition of New Media? What are you hoping to gain from this class?

## Week 2: September 5, 2018

- **DISCUSSION:** *The Most Trusted Name In News by Matthew Belloni*
- **IN CLASS:** Mission Statements Keep Your Business On Course
- **ASSIGNED READING:** *Research and be prepared to discuss media company [Carle Publishing: Own the Ink In Your Industry](#)*

## Week 3: September 12, 2018

- **DISCUSSION:** Carle Publishing: Own the Ink In Your Industry
- **IN CLASS:** The Incorporation Situation
- **ASSIGNED READING:** [\*How to Launch Your Digital Platform by Benjamin Edelman\*](#)
- **DUE: Quiz 1**

## Week 4: September 19, 2018

- **DISCUSSION:** *How to Launch Your Digital Platform by Benjamin Edelman*
- **IN CLASS:** *The Lean Startup Methodology*
- **ASSIGNED READING:** [\*Nike Has a New Digital Playbook-and It Starts With Sneakerheads\*](#)
- **DUE: ASSIGNMENT 1-Press Release vs. Article Placement**

## Week 5: September 26, 2018

- **DISCUSSION:** *Nike Has a New Digital Playbook-and It Starts With Sneakerheads*
- **IN CLASS:** Understanding Target Markets
- **ASSIGNED READING:** *Research and be prepared to discuss the [LinkedIn](#) platform.*

## Week 6: October 3, 2018

- **DISCUSSION:** LinkedIn

- **IN CLASS:** Crafting a Business Model
- **ASSIGNED READING:** [\*Original content is the new black for Netflix by David Ng\*](#)
- **DUE: Quiz 2**

### **Week 7: October 10, 2018**

- **DISCUSSION:** *Original content is the new black for Netflix by David Ng*
- **IN CLASS:** Crafting a Business Model
- **ASSIGNED READING:** [\*A Visit to India and the World's Largest Startup by Joe Duran\*](#)
- **DUE: ASSIGNMENT 2-PODCAST or VLOG**

### **Week 8: October 17, 2018**

- **DISCUSSION:** *A Visit to India and the World's Largest Startup by Joe Duran*
- **IN CLASS:** Intellectual Property the New Battleground
- **ASSIGNED READING:** [\*Twitter Signs More Than 30 Video Deals With Disney, NBC, Viacom by Selina Wang\*](#)

### **Week 9: October 24, 2018**

- **DISCUSSION:** *Twitter Signs More Than 30 Video Deals With Disney, NBC, Viacom by Selina Wang*
- **IN CLASS:** The S.W.O.T. Analysis
- **ASSIGNED READING:** [\*Chance's Chicagoist: The New Look of Media? By Chris Jones\*](#)
- **DUE: Quiz 3**

### **Week 10: October 31, 2018**

- **DISCUSSION:** *Chance's Chicagoist: The New Look of Media? By Chris Jones*
- **IN CLASS:** The S.W.O.T. Analysis
- **ASSIGNED READING:** [\*How to Turn a Poorly Written Porno Into a Hit Podcast, Tour\*](#)

### **Week 11: November 7, 2018**

- **DISCUSSION:** *How to Turn a Poorly Written Porno Into a Hit Podcast, Tour*
- **IN CLASS:** Marketing: Integrated Brand Promotion
- **ASSIGNED READING:** [\*Snapchat Redesigns Its Redesign by Nellie Bowles\*](#)

### **Week 12: November 14, 2018**

- **DISCUSSION:** *Snapchat Redesigns Its Redesign by Nellie Bowles*
- **IN CLASS:** Marketing: Integrated Brand Promotion
- **ASSIGNED READING:** [\*The New Citizen Journalists\*](#)

- **DUE: ASSIGNMENT 3-Digital Advertising**

**\*Week 13: November 21, 2018**

No class - Thanksgiving Holiday

**Week 14: November 28, 2018**

- **DISCUSSION:** *The New Citizen Journalists*
- **IN CLASS:** Financials
- **ASSIGNED READING:** [Hulu Caught In Media Tug of War](#)
- **DUE: Quiz 4**

**WEEK 15: December 5, 2018**

- **DISCUSSION:** *Hulu Caught In Media Tug of War*
- **IN CLASS:** Financials/Pitch Day Review
- **DUE NEXT WEEK: PITCH DAY FINAL PRESENTATIONS**

**\*WEEK 16: December 5, 2018**

**PITCH DAY**