

2021 Spring

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# 1214-MEDIA ENTREPRENEUR

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## IMM 344/ JPW 372 Introduction to Media Entrepreneurship

Spring, 2021

T-F 2-3:30pm online

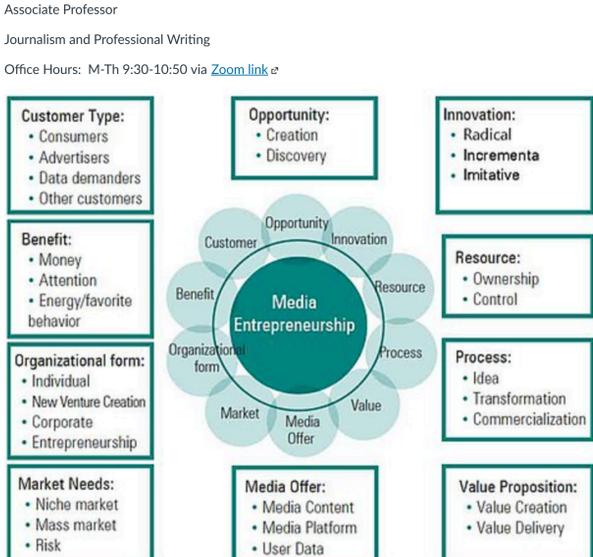
Instructor:

Kim Pearson

Associate Professor

Journalism and Professional Writing

Office Hours: M-Th 9:30-10:50 via [Zoom link](#)



### COURSE DESCRIPTION

Media entrepreneurship is a response to the changes in the landscape of the news and media-related industries over the last two decades. Both legacy news organizations and digital startups are shifting business models, production flows, and marketing strategies every quarter. This course draws upon work collectively undertaken by researchers and practitioners in the field from across the country to introduce you to fundamental business concepts and innovation strategies in a way that is accessible and relevant to you. You will be introduced to business models, design thinking, market research, prototyping and audience engagement. You will meet media entrepreneurs and industry leaders and study both successful and unsuccessful ventures. The goal is to prepare you to work in digital startups, or to contribute successfully to intrapreneurial ventures within larger organizations. This advanced course will count as an option in the Journalism Professional Writing Major and in the Professional Writing minor, as well as the Interactive Multimedia Major.

### LEARNING GOALS

- Students will demonstrate understanding of both historic and contemporary business models in journalism.
- Students will employ digital skills appropriate to the design, prototyping, production and promotion of a media product.
- Students will be able to articulate and apply the steps in the design thinking process as it applies to journalism.
- Students will create proposals and documentation of entry-level professional quality.

### COURSE MATERIALS

#### Required texts

- Michelle Ferrier and Elizabeth Mays eds. [Media Innovation and Entrepreneurship](#)

#### Recommended

- Jack P. Friedman *Dictionary of Business and Economic Terms (Barron's Business Dictionaries)*
- Christian Brandt and Tammy Tibbetts. [Impact: A Step-by-Step Guide to Creating the World You Want](#)

### GRADING:

Assignments: 50%

Midterm Proposal: 20 % (Due week 9)

Final Project : 30% (Due at time of scheduled final)

### Letter Grade Percent

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-63

D- 62-60

F 59 and below

### Online format

Classes and office hours will be conducted remotely, using the Zoom platform. If there is a Zoom outage, I will email you an invitation for Google Meet as an alternate platform. We will meet twice a week as per the class schedule in PAWS. I do not intend to record classes. If you are unable to attend during the class time, please let me know and we can make arrangements to ensure that you get the information you need in order to do your coursework.

### COURSE POLICIES

**DIVERSITY AND INCLUSION STATEMENT:** (adapted from a [statement](#) written by Prof. Monica Linden and Mary Wright, Phd. Brown University) In an ideal world, journalism would be objective. However, much of journalism is subjective and is historically built on a small subset of privileged voices and sources. In this class, we will make an effort to draw upon from a diverse set of sources, but limits still exist on this diversity. I acknowledge that it is possible that there may be both overt and covert biases in the material due to the lens with which it was written, even though the material is primarily rooted in journalism and the social and natural sciences. Integrating a diverse set of experiences is important for a more comprehensive understanding of journalism.

Please contact me (in person or electronically) or submit anonymous 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.)

If you have a name and/or set of pronouns that differ from those that appear in your official TCNJ records, please let me know!

If you feel as if your performance in the class is being affected by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you. Remember that you can also submit anonymous feedback (which will lead to an invitation to a conversation about the best way to address your concerns). If you prefer to speak with someone outside of the course, here are some resources that may be helpful:

- To [request help if you are in crisis](#) or [if you are concerned about a friend](#)
- To [report discrimination or harassment](#)
- To [request counseling or psychological services](#)

I (like many people) am still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it. (Again, anonymous feedback is always an option.)

As a participant in course discussions, you should also strive to honor the diversity of your classmates. Our goal is to keep the lines of respectful deliberation going, or, as the poet Claudia Rankine put it:

***Claudia Rankine:*** *I spend a lot of time thinking about, how can I say this so that we can stay in this car together, and yet explore the things that I want to explore with you?*

- Readings and assignments are due on the calendar dates. Please read the syllabus at least one week ahead so that you can plan to devote sufficient time to class assignments..
- Class participation is essential for success in this class, both in person or online. Significant absences may impair your ability to participate fully in class activities and to fully complete assignments. Please note the College's [policy](#) with regard to absences:
  - "When a student must be absent from classes due to extended illness, a death in the family or similar genuine emergency, the Dean of Student Life should be informed immediately so that the appropriate notice can be provided to individual instructors. Students who must miss classes due to participation in a field trip, athletic event or other official college function should arrange with their instructors for such class absences well in advance. The Office of Academic Affairs will verify, upon request, the dates of and participants in such college functions. In every instance, however, the student has the responsibility to initiate arrangements for makeup work"
- Late assignments will not be accepted unless you have obtained prior permission, or you have a documented emergency. If you obtain an extension and fail to hand in your assignment by the extended due date, you will lose ½ grade for each class period that the assignment is delayed.
- Students requiring accommodations for differing abilities are encouraged to register with the Office of Differing Abilities and bring documentation to me at the beginning of the semester. <http://differingabilities.pages.tcnj.edu/>
- In the event of the College closing due to inclement weather, I will attempt to hold class and/or office hours online.
- Please be sure to familiarize yourself with the College's Academic Integrity Policy. (Policy: [Academic\\_Integrity.pdf](#) and Powerpoint slides [Academic\\_Integrity PowerPoint 2014.rpt](#)) [Links to an external site.](#)
- Please speak up early and often – but appropriately and professionally, if there are questions or concerns. Everyone here has something to teach, and something to learn. That includes me.
- This course has a final evaluation that consists of a final project, in accordance with [College policy](#).
- All 4-credit courses in the Journalism and Professional Writing Departments require students to attend the regularly scheduled 4th hour of class meeting time (as scheduled in PAWS) OR to complete additional work outside of class that constitutes the equivalent of a 4th hour of class meeting time (in the form of group work, attendance at campus events, rigorous reading assignments and/or research, field trips, community-engaged learning, internships, and/or other academic work as stipulated by the individual instructor). This course adheres to a combination of field trips, group work and additional academic work; please see below for a specific course assignments, requirements, and due dates.
  - <http://policies.tcnj.edu/policies/digest.php?docId=9122> The College of New Jersey Policy Prohibiting Discrimination in the Workplace/Educational Environment governs the college's commitment to and expectations of having an environment that respects the diversity of all members of the campus community.

### Course Summary:

Date	Details	
Tue Feb 2, 2021	<a href="#">What is Media Entrepreneurship?</a>	2pm to 3:20pm
Fri Feb 5, 2021	<a href="#">Developing the entrepreneurial mindset</a>	due by 11:59pm
Tue Feb 9, 2021	<a href="#">Generating and researching ideas</a>	11am to 12:20pm
Fri Feb 12, 2021	<a href="#">Ideation: a chat with Justin Gaynor</a>	due by 11:59pm
Tue Feb 16, 2021	<a href="#">Customer discovery</a>	due by 11:59pm
Fri Feb 19, 2021	<a href="#">Business models</a>	due by 11:59pm
Tue Feb 23, 2021	<a href="#">Visit from Audrey Blumberg, hyperlocal publisher and franchise owner</a>	due by 11:59pm
Fri Feb 26, 2021	<a href="#">Freelancing</a>	due by 11:59pm
Tue Mar 2, 2021	<a href="#">Nonprofit model development</a>	due by 11:59pm
Fri Mar 5, 2021	<a href="#">Financial accounting, Part 1</a>	due by 2pm
Tue Mar 9, 2021	<a href="#">A conversation with Jon Stauder, Deck Nine Games</a>	2pm to 3:20pm
Fri Mar 12, 2021	<a href="#">Financial accounting...chapters 4-6</a>	due by 11am
Tue Mar 16, 2021	<a href="#">Financial accounting, part 1, lessons 7-9 - And a visit from Darrel Frater</a>	due by 11:59pm
Thu Mar 18, 2021	<a href="#">Spring day off</a>	12am
Fri Mar 19, 2021	<a href="#">Startup funding</a>	due by 11:59pm
Tue Mar 23, 2021	<a href="#">Pitching ideas - draft for peer review</a>	due by 11:59pm
Fri Mar 26, 2021	<a href="#">Project pitch with guest Kenneth Miles</a>	due by 11:59pm
Tue Mar 30, 2021	<a href="#">Spring day off</a>	12am
Fri Apr 2, 2021	<a href="#">"Do the thing that scares you: A conversation with Ariel Leconte</a>	2pm to 3:20pm
Tue Apr 6, 2021	<a href="#">Financial accounting, Lesson 10 and conclusion</a>	due by 2pm
Fri Apr 9, 2021	<a href="#">A conversation with Joseph Hannan, CEO of Aligned Wellness Marketing</a>	2pm to 3:30pm
	<a href="#">Marketing your venture</a>	due by 11:59pm
Fri Apr 16, 2021	<a href="#">Marketing your venture abroad</a>	due by 11:59pm
Tue Apr 20, 2021	<a href="#">Product management</a>	due by 11:59pm
Tue Apr 27, 2021	<a href="#">Writing the business plan - outstanding questions</a>	due by 11:59pm
Tue May 4, 2021	<a href="#">Business plan presentation</a>	due by 11:59pm
Tue May 18, 2021	<a href="#">Business plan</a>	due by 11:59pm

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13

Assignments are weighted by group:

Group	Weight
Assignments	50%
Midterm proposal	20%
Final project	30%
<b>Total</b>	<b>100%</b>