

Syllabus: New Media & Entrepreneurialism –
ADV 332C (05885)

Day & Time: Thursday, 12:30 – 3:30 p.m.

Location: Belo Media Center / BMC 2.106

Professor: Mark Bunting, MarkBunting@UTexas.EDU (Please contact the GA/TA)

Teaching Assistants:

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PLEASE CONTACT ASSISTANTS FOR ANY QUESTIONS CONCERNING ATTENDANCE, GRADES, ET.

Enrollment: Course is designed as an elective for students in the schools of Business, Engineering and Communication

Facebook: UT AdTech <https://www.facebook.com/UtAdTech?ref=bookmarks>

The Course: Disruption has dramatically redefined the delivery of content and the financial models around it. This has created an abundance of opportunities for the entrepreneur within traditional media and the budding start-up alike.

We will bring real-life experience/exposure for those who hope to enter this important arena with a series of interviews with real-life practitioners from social media, venture capital, and others with expertise in this important arena.

In addition, we will explore some important trends in digital content and the business models they are creating. This is NOT a course focused on journalism but rather a primer for those who wish to learn about entrepreneurialism, technology and it's intersection with media. We will also spend 3 weeks with online modules regarding Entrepreneurship as we work thru case studies.

We will dedicate 2 class days to learning the basic tenants of entrepreneurialism with a hybrid online-live workshop. Satisfactory completion of the work generates a grade equal to your final attendance grade. If you have an A in attendance at semesters end – you will receive an additional A for 10% of your overall average. If you have a B in attendance, you will receive an additional B for 10% of your overall average, et

Tentative Exam Schedule: May 2nd.

Course Procedures:

1. **Canvas:** (<http://courses.utexas.edu>): Canvas and classroom announcements will serve as communication vehicles for this course. Please check Canvas or the Facebook page below for PowerPoint slides for a class session, as well as for other session-related materials. In order to ensure that you receive all information sent out through Canvas, please update your email address on UTDirect (www.utdirect.utexas.edu).
2. **Facebook:** Please like the UT ADTECH Facebook Page: www.facebook.com/UtAdTech This source will list additional information such as blog posts, articles and other content which may be relevant to in-class discussion. Video content from class lectures as well as PowerPoint slides will also be posted on this site.
3. **In Class Conduct:** Use of laptop computers, cell phones, mobile tablets and other electronic devices during class session is prohibited. NOISE DURING LECTURES AND SPEAKERS IS HIGHLY DISRUPTIVE. Quiet is required!
4. **Academic Dishonesty:** All students are expected to act within and uphold the UT Honor Code fully. You may access the General Information Catalog to review specific University policies on scholastic dishonesty or refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/>.

A notice that students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>