

Syllabus: New Media & Entrepreneurialism –

ADV 332C (05885) / PR 332C (06385)

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:

- Kelli Cothran. Kelli.Cothran@uTexas.edu
- Martha Gill. MarthaGill@UTexas.edu

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.

Taking a cue from *Inside the Actors Studio*, this weekly 3-hour class will include guest speakers from a variety of disciplines. Professor Mark Bunting is the former television host of many popular computer programs from CNBC, The Discovery Channel and The Learning Channel, <https://www.linkedin.com/in/markbunting/>

As a serial entrepreneur in both technology and media, Mark will expose students to a broad spectrum of speakers within the industry. Students will also have an opportunity to meet each guest and “network” with these highly influential leaders.

Due to the fact that the speakers for this class are not yet confirmed, a tentative schedule of speakers will be posted on blackboard by the 2nd week of class.

Required Material:

4 Online Lessons on Entrepreneurialism by G51 at \$75 (please purchase by week 2 of class). <http://g51edu.com/courses/new-media/>

Grading Policy

Attendance - 65%

Students are allowed ONE excused and one unexcused absence for the semester without penalty. If for some reason you are unable to attend class, the student is expected to inform the TA assigned to the class via email **prior** to class. Being absent for class may result in a reduction of your grade for the course. If a student misses a class for any reason, it is the student’s responsibility to be informed of the materials covered during the class. 2 class misses will likely prohibit a student from achieving an A, **3 or more missed classes will automatically exclude ANY student from achieving anything higher than a B. Class attendance is mandatory.**

Tests -35%

There will be a Final Exam. The exam will be completed on a laptop through Canvas and will consist of true/false and/or multiple-choice questions and/or short answer questions based on course material covered prior to the exam date.

Grading Scheme: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69 %, F = below 60%. Fractions of points will be rounded: .50 or higher upwards, .49 or lower down.

Exam Schedule: Final Exam Week

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/>