

Syllabus: Fall 2018 - ENTREPRENEURIALISM IN COMM ADV/(05890) & PR/(06390)

Day & Time: Mandatory meet-up dates below

Initial Meet-up: September 6th @10AM

Final Pitch Day: December 6th @ 6PM

Classroom: **BMC 5.102**

TA's:

- Kelli Cothran. Kelli.Cothran@UTexas.edu KMC4927
- Martha Gill. MarthaGill@UTexas.edu MJG4335

Professor: Mark Bunting, MarkB@SkyTV.net

Enrollment: Course is designed as an open elective for students from any college.

Facebook: UTAdTech <https://www.facebook.com/UtAdTech?ref=bookmarks> (Links to an external site.)[Links to an external site.](#)

The Course: This independent study course is designed to help would-be entrepreneurs develop a pitch deck for presentation to angel (other) investors. Small teams will be assembled (4 or 5 per group). After initial approval of a concept there will be a mid-semester check-in culminating in a final presentation to a group of angel investors at semesters end. The final product and presentation will be graded by the Professor and panel and is the sole grade for the course.

This course requires a self-starter who is highly independent and works good with teams. The professor will provide consultancy services throughout the process but will be looking for the teams to do their own executive summary, initial financial projections, etc. Ultimately the course is designed to allow student the opportunity to build and practice a presentation in front of a group of real investors.

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Required Material: (must be purchased by week 2 of class)

4 Online Lessons on Entrepreneurialism by G51 at \$75

<http://g51edu.com/courses/technology-marketing-and-advertising/> (Links to an external site.)[Links to an external site.](#)

Grading Policy:

Final Pitch Deck: 100% of Grade

The final presentation grade will be a score on the quality of the working pitch deck combined with the team presentation (performance) score. Team members will also score each other for their effort and contributions and this will be weighted in the final grade.

Course Procedures:

1. **Canvas:** (<http://courses.utexas.edu> (Links to an external site.)[Links to an external site.](#)): 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 (<utdirect.utexas.edu> (Links to an external site.)[Links to an external site.](#)).
2. **Facebook:** Please like the UT ADTECH Facebook Page: <facebook.com/UtAdTech> (Links to an external site.)[Links to an external site.](#) 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/> (Links to an external site.)[Links to an external site.](#)

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/> (Links to an external site.)[Links to an external site.](#)

