Prerequisites: All other SJMC and track requirements (except departmental electives) and undergraduate requirements.

Catalog description: “Capstone course in which students will create digital media business proposals demonstrating their understanding of the needs of advertisers and end users in digital media.”

Course objectives and learning outcomes: As part of a team, you will develop a digital media business plan that is both realistic (grounded in what is possible or soon will be as digital technology advances) and visionary—aimed

Required course materials: Bring a loose leaf binder in which to keep any materials handed out in class, your reading notes and your class notes. You will also need a small “problem” notebook that is easy to carry with you at all times in a pocket or backpack. This is a web-assisted course, so you will need access to Blackboard. No textbook will be required for this course.

Grades: This is a small group in which everyone is required to take an active part in class discussions and team projects. I expect you to be in class, on time, every time unless an emergency beyond your control prevents you from getting to campus. Regular, on-time attendance and active class participation will count for 50% of your semester grade. Each class session that you attend is worth up to 10 points; late arrival or a lack of preparation or participation will result in a loss of points. Each of the best three of four writing assignments is worth up to 30 points (each counts for 10% of your semester grade). Your written semester project report is worth up to 30 points (10% of your semester grade). Your participation in a team presentation of your project is worth up to 30 points (10% of your semester grade). Here are the points you must earn to achieve each of the following semester grades:

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>279 - 300</td>
<td>A</td>
</tr>
<tr>
<td>270 - 278</td>
<td>A-</td>
</tr>
<tr>
<td>261 - 269</td>
<td>B+</td>
</tr>
<tr>
<td>249 - 260</td>
<td>B</td>
</tr>
<tr>
<td>240 - 248</td>
<td>B-</td>
</tr>
<tr>
<td>231 - 239</td>
<td>C+</td>
</tr>
<tr>
<td>210 - 230</td>
<td>C</td>
</tr>
<tr>
<td>180 - 209</td>
<td>D</td>
</tr>
<tr>
<td>179 or below</td>
<td>F</td>
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</tbody>
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Class meetings and discussion topics:

Week One
1/12 Introduction to digital media entrepreneurship: What’s a digital media business? What’s an entrepreneur?

Week Two
1/17 Last day to drop, add or swap courses
1/19 What skills or knowledge would you bring to a digital media startup?
Week Three
1/26  Writing Assignment One due
   Assessing our pool of skills and knowledge

Week Four
2/2  Brainstorming session:  Share your best ideas.
     Problem notebooks due.

Week Five
2/9  Writing Assignment Two due
     Brainstorming session: Matching our best ideas to our talent pool.

Week Six
2/16  6:25 – 7:45  Settling on projects and forming teams
     8:00 – 9:05  Team meetings

Week Seven
2/23  6:25 – 7:45  Team progress reports and peer feedback
     8:00 – 9:05  Team meetings

Week Eight
3/2  Writing Assignment Three due
     6:25 – 7:45  Progress reports: The evolution of an idea.
     8:00 – 9:05  Team meetings

Week Nine
3/9  6:25 – 9:05  Team work sessions and meetings with instructor

Week Ten
3/16  Spring Break. No classes.

Week Eleven
3/20  Last day to drop courses with DR grade.
3/23  6:25 – 7:45  Team progress reports and peer feedback
     8:00 – 9:05  Team meetings

Week Twelve
3/30  Writing Assignment Four due.
     6:25 – 7:45  Team progress reports and peer feedback
     8:00 – 9:05  Team meetings

Week Thirteen
4/6  6:25 – 9:05  Team work sessions
**Week Fourteen**

4/13  6:25 – 9:05  Team work sessions and meetings with instructor

**Week Fifteen**

4/20  Written project reports due

  Dress rehearsals and peer feedback

**Final Week of Classes (4/24 – 4/29): Team Final Presentations**

Final presentations will be given as scheduled by the University. The schedule provides a two-hour block for each class. This may be at a different time and/or day than our usual class schedule. You must adjust your work schedule and personal schedule to be available for the final presentation. Do not book travel during the final week of classes; the university sometimes makes changes to the final week schedule during the semester, so you will need to keep yourself available through the end of the week, even if your classes are normally scheduled early in the week.

**Makeup work:** You will be allowed to turn in an assignment late only if you have written evidence of a serious emergency beyond your control on the day the assignment was due. A serious emergency beyond your control is an illness or accident that could not be anticipated in advance. If you know in advance you will not be in class on the date that an assignment is due, you may hand in the assignment prior to the deadline. No credit will be given for assignments submitted by email or fax. Scheduling conflicts due to work, travel or social events (conferences, vacations, weddings, family reunions, etc.) are not emergencies beyond your control. If class is cancelled due to instructor illness, a hurricane closing, or other emergency, the due date for an assignment or presentation will be moved to the next class meeting. If you are unable to participate in a presentation due to an emergency on the date of the presentation, the instructor will arrange for an alternative written assignment as a makeup for the presentation.

**Academic misconduct:** Any student found responsible for academic misconduct will be subject to the Academic Misconduct procedures and sanctions outlined in the FIU Student Handbook. The University defines misconduct to include: cheating (the unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not), and plagiarism (the use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own). Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.