

COMM 300 : Entrepreneurial Media

The course will trace the causes and arc of these changes; examine case studies of new-media business and non-profits; bring in guest speakers who exemplify these changes; and provide a primer on the various skills needed to be successful as a journalism entrepreneur. This course also introduces students to the basics of entrepreneurship and evolving business models for media. It blends instruction in general entrepreneurship concepts with how the Internet and digital technologies are transforming media economics, using recent news and communication startups as case studies for applying entrepreneurial principles. Students will identify, develop and pitch ideas for media business; research and write a business case study; and perform skill-building exercises in business analysis and digital technologies. Local entrepreneurs will meet with the class to discuss strategies and trends.

Credits 3.0