Course Title: Entrepreneurship for Creative Fields
Course Number: AAA 408/508
Term: Winter 2016
Credit: 2 credits
CRN: 27342/27343
Grading Options: Pass/No Pass
Meeting times: 100% on-line—asynchronous

Instructor Contact Information
Instructor: Kassia Dellabough kassia@uoregon.edu
PODS Office: 277 Lawrence, 541.346.2621
Office Hours: By appointment. By phone, SKYPE or schedule an in-person appointment at http://pods.uoregon.edu (*Make an appointment* button).

Course Objectives:
This course is specifically designed for students who are interested in focusing on a freelancing (producing a deliverable for a client), consulting (giving advice to a client based on your education and expertise) and/or an entrepreneurial approach to their career. We will be looking at the basics of business, branding, networking, marketing and developing an online presence. We will be using these tools to get your business, real world clients, networking with professionals in your field, and advertising through social media.

Course Outcomes:
Students will:

• Create a very basic business plan and marketing strategy and create a value proposition
• Develop a niche and a brand identity for your business
• Utilize “CMS—Content Management System” websites, that allow you to create a full functioning professional website for business without programming or design knowledge
• Create a social media strategy
• Develop an Elevator Pitch and/or 30 Second Commercial
• Present your refined business idea plan to the class for feedback, and to an industry professional

Course Requirements:

• Students will be expected to either complete a writing assignment and/or participate in discussion forums and complete all initial assignment postings no later than Saturday each week, with responses to a minimum of two classmates no later than Monday.
• Student will produce and present their refined business /marketing plan in Week 8
• Students will interview with industry professionals to review their work Week 9–10
• Student will produce projects with Microsoft Word, Powerpoint or any desktop publisher of their choice

Grading & Assignment Overview
Every week, students will be expected to submit a written assignment, and/or participate in discussion forums and complete all initial assignment postings no later than Saturday each week, with responses to a minimum of two classmates no later than Monday. Final Design Plan is due by Week 9. Industry Professional Reviews are due by Week 10.
Weekly Written Assignments and Occasional Discussion Board Assignment (40 Points Total)

- **Writing Assignment Blog Posts** (Due Saturdays) (3 pts. ea.)
- **Responses to Two Classmates** (Due Mondays) (2 pts. ea.)

Total 5 points each week for 8 weeks

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Final Project - Business “Idea” Proposal (30 Points Total) Due Week 9 in a PDF.

Students will produce a mini business “idea” proposal. This finalized proposal is your opportunity to take the weekly assignments and improve them based on the feedback you have received from the instructor and from your classmates from previous weeks. Assignment will be graded based on level of improvement and refinement from the initial assignments.

- **Page 1**—Cover Sheet with Business Name, and Logo Concept (3 pts.)
- **Page 2**—Mission Statement, Vision Statement, Value Proposition, Business Model (3 pts.)
- **Page 3**—Market Research Market Needs & Wants,—Your Competition—Opportunities & Threats & Inspiration! (3 pts.)
- **Page 4**—Niche Development, Your Ideal Customer (3 pts.)
- **Page 5**—Products and/or Services, Basic Financials & Sales Strategy—Break-even Analysis (3 pts.)
- **Page 6**—Brand Identity—Brand Mood Board, Brand Personality, Logo Concept/Theme (3 pts.)
- **Page 7**—Business Website Plan, Site Map or CMS with Domain (3 pts.)
- **Page 8**—Social Media & Marketing Communication Strategy (3 pts.)
- **Page 9**—Elevator Pitch or 30 Second Commercial (3 pts.)
- **Page 10**—A To-Do List of Action Items to Complete Post this Class (3 pts.)

Submit this 10 page PDF to the Final Project Board in Week 9

**Pitch Your Creative Business Idea Plan to an Industry Professional (30 Points Total)**

Due Week 10

You must either pitch your idea to a possible investor or a potential mentor in your intended industry, via email or in-person to get feedback by the end of Week 10. (30 points)

**Graduate Student Project:** Must pitch your idea to a second possible investor/mentor in your industry in order to receive the total 30 points for the “Pitch Your Idea” assignment.

This is a Pass / No Pass Class Total Points Possible—100 Points—Undergrad to Pass: 70 Points Graduate Student to Pass: 80 Points.

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**Course Schedule**

**Week 1—What is your why?—Business Ideas**

**Topic 1:** What is your Why? Developing a business to make an impact on the world

Look at Simon Sinek's Ted Talk to discover what your “why” is to set the stage for the “what, when and how” of your business. Also looking at another video about Work/Life balance, and your perfect day. What does your perfect day as entrepreneur look like?

**Assignment**

1 Page—Your perfect day and why you want to start this business, what impact do you want to make on the world

1 Page—Brainstorm a few business ideas to get feedback on from your instructor to focus on for this class. What problem in the world needs solving and how could your product or service do this? Use this page to explore a few ideas if you’d like!

1 Post an Introduction to the Discussion Board with a short intro, why you are taking this class, and what you hope to achieve by the end of it, and a fun fact about yourself!

1 Introduction & 2 Page Writing Assignment Due Saturday, 3 points

Comments on 2 classmates posts Due Monday, 2 points

**Week 2—Market Research**

**Topic 1:** Market Research—Who is successful in your industry? Which of these companies inspires you? Why are they successful? What is their business model? What various products and services do they offer? What could you offer that would be unique and different? What are the strengths, weaknesses, opportunities and threats (SWOT) of going into this industry?

**Topic 2:** Inspiration from competition—don’t copy—innovate!

**Assignment**

1 Page—Market Research & Analysis of Competition—How can you use this as inspiration in your own business?
1 Page—Choose a business concept, model, and create a Mission/ Vision Statement, Value Proposition

2 Page Writing Assignment Due Saturday, 3 points
Comments on 2 classmates posts Due Monday, 2 points

Week 3—Find your Targets

Topic 1: Feelings are the new purchasing power!
Topic 2: How to Create a Niche
Topic 3: Who is your ideal client / customer and how do you reach them?

Assignment
1 Page—What is your niche?
1 Page—Who is your ideal client? Create an Avatar—Personality characteristics, demographics, interests, hopes dreams, fears and frustrations, how does this align with your own?

2 Page Writing Assignment Due Saturday, 3 points
Comments on 2 classmates posts Due Monday, 2 points

Week 4—Product/Service Dev., Sales, and Financials

Topic 1: Products and/or Service Development, what you need, what to charge, How to create value and why you should NEVER compete on price!
Topic 2: How do you sell without feeling “sales-y” Service vs. Products?
Topic 3: Do what you do best—outsource the rest!
Topic 4: Basic Financials—Break-Even Analysis

Assignment
1 Page—What products or services would your ideal client love and want? Why? What feelings would they have that would drive them to buy? What will your need to produce this? What will you charge? (Look at competition for pricing ideas and what ideal client can afford)
1 Page—What is your sales strategy?
For Service method, give an example—1 paragraph—Your bio (show credibility), 1 case study example, 1 pricelist, 1 Questionnaire,
For a Product —How will you sell to a buyer?
1 Page—Break Even Analysis / Freelancer Hourly Rate Calculator

3 Page Writing Assignment Due Saturday, 3 points
Comments on 2 classmates posts Due Monday, 2 points

Week 5—Brand Identity Development

Brand Identity Development

Topic 1: Brand Personality—How it resonates with your ideal client, positions your company. Example Victoria’s Secret, Apple, Geico
Topic 2: Make it visual—symbolism, color, fonts, and industry trends
Topic 3: Mood Boards and how they are used to create brands and products
Topic 4: Working with a professional designer

Assignment
1 Page—What is your brand’s personality? How does this relate to your ideal customer?
1 Page—Create a Brand Mood Board with PowerPoint or any desktop publisher of your choice, showing a color scheme, symbolism, style, textures, photos fonts, adjectives, that represent your brand personality, value proposition, and positioning
1 Page Choose your favorite font and your favorite symbol as a temporary interim logo. Place them next to each other or on top of each other to use for the cover page of your business plan and/ or your website

1 Page Writing Assignment and 1 mood board 1 logo concept, Due Saturday, 3 pts.
Comments on 2 classmates posts Due Monday, 2 points

Week 6—Business Name Dev & Website Plan

Topic 1: Domain Names & Business Name Development
Topic 2: Website functionality needs, Wireframes
Topic 3: Content Management Systems and why they rock! i.e. Word Press & Squarespace

Assignment
1 Page—Come up with a list of possible business names and domain names with rationale for feedback
1 Page—Post your Website mockup or Wireframe with written description for each proposed content page on the site for feedback

1 page written assignment – 1 Business Name & Domain Dev.,
1 Website mockup, Due Saturday, 3 points
Comments on 2 classmates posts Due Monday, 2 points

Week 7—Marketing Communication & Social Media Strategy

Topic 1: Your Marketing Voice & Messaging
Topic 2: Become an industry leader—Consider what topics, problems are your ideal client interested in addressing?
   Providing value! Brief overview of blogging & email marketing, editorial schedule
Topic 3: Interactivity & Authenticity Facebook Strategy—Mary Nichols, Facebook CPC Strategy, How I grew a page to 10k likes in 3 mos.

Assignment
1 Page—Example of blog post or email marketing piece of a topic your ideal customer would love in the voice of your brand!
1 Page—Social Media Strategy

2 Page Writing Assignment Due Saturday, 3 points
Comments on 2 classmates posts Due Monday, 2 points

Week 8—Elevator Pitch or 30 Second Commercial

Topic 1: How to create an Elevator Pitch / 30 Second Commercial
Topic 2: How to network, create vertical market partners, and get business cards printed!
Topic 3: Get a mentor and connect with industry professional Set up a business plan review for week 10

Assignment
Write a 30 second commercial or elevator pitch and animate it utilizing Go Animate! (Online animation software that requires no animation skills) Or create a fun low production video production (on your cell phone or other webcam) to post to Youtube
Post a link to your 30 second commercial or elevator pitch with transcript to the discussion board for feedback

Commercial or Elevator Pitch, Due Saturday, 3 points
Comments on 2 classmates posts Due Monday, 2 points

Week 9—Business Plan Review & Revise

Topic 1: Review and Revise
Topic 2: Create a plan of actionable items to launch your business in the future to start scheduling!

Final Project
Put your 10-page business plan together, use this week to review previous weeks and revise your plan. The plan will be graded on level of improvement/refinement and integration of all pages into a unified and professional proposal. Submit to the discussion board by Saturday.

Assignment Due Saturday, 30 points

Week 10—Present Your Plan to Mentor or Industry Professional, or Investor

Topic 1: Proposals, Confidentiality Agreements & Protecting Proprietary Information
Topic 2: Meeting with Mentors / Industry Professionals

Assignment
Create a list of 10 questions to ask the interviewee about your industry, and to clarify feedback on your business plan. Have a sit down or phone meeting with a mentor, industry professional or investor to get feedback! Post the interview results to the discussion board.

Assignment Due Saturday No student responses due, 30 points

Graduate students must post two interview responses to receive full credit for this assignment.
Policies

Student Conduct
The University of Oregon has promulgated a Student Conduct Code which contains important regulations, policies, and procedures pertaining to student life. It is intended to inform students and members of the University community who work with them of students' rights and responsibilities during their association with the institution and to provide general guidance for enforcing those regulations and policies essential to the educational and research missions of the University. The full terms and conditions of the Student Conduct Code are contained in Oregon Administrative Rules Chapter 571, Division 21—University of Oregon. Highlights of the Student Conduct Code are published on the Dean of Students website.

UO Student Conduct Code: http://uodos.uoregon.edu/StudentConductandCommunityStandards/StudentConductCode/tabid/69/Default.aspx
UO Academic Misconduct: http://uodos.uoregon.edu/StudentConductandCommunityStandards/AcademicMisconduct/tabid/248/Default.aspx

Inclement Weather
When university operates on a curtailed schedule or closes, UO Media Relations notifies the Eugene-Springfield area radio and television stations as quickly as possible. In addition, a notice regarding the university’s schedule is posted on the UO main homepage (in the News section) at http://www.uoregon.edu.

Accessibility
The University of Oregon is working to create inclusive learning environments. Please notify me during the first class meeting if there are aspects of the instruction or design of this course that result in disability related barriers to your participation. You are also encouraged to contact the Accessible Education Center (formerly Disability Services) in 164 Oregon Hall at 541-346-1155 or uoaec@uoregon.edu.
UO Accessible Education: http://aec.uoregon.edu

Grievance Policy
Information on filing a student grievance may be found at http://asuo.uoregon.edu/studentinfo.php?a=13#toc1200.

Conflict Resolution
Several options, both informal and formal, are available to resolve conflicts for students who believe they have been subjected to or have witnesses bias, unfairness, or other improper treatment. These include discussing the conflict with the specific individual or contacting the department head. You may also contact:

- UO Bias Response Team at http://bias.uoregon.edu/
- Conflict Resolution Services at http://uodos.uoregon.edu/SupportandEducation/ConflictResolutionServices/tabid/134/Default.aspx
- Affirmative Action and Equal Opportunity at http://aaeo.uoregon.edu/

Respect for Diversity
It is the policy of the University of Oregon to support and value cultural diversity. To do so requires that we:

- Respect the dignity and essential worth of all individuals.
- Promote a culture of respect throughout the University community.
- Respect the privacy, property, and freedom of others.
- Reject bigotry, discrimination, violence, or intimidation of any kind.
- Practice personal and academic integrity and expect it from others.
- Promote the diversity of opinions, ideas, and backgrounds which is the lifeblood of the university.

A&AA Inclusion Statement
The School of Architecture and Allied Arts is a community that values inclusion. We are committed to equal opportunities for all faculty, staff, and students to develop individually, professionally, and academically regardless of ethnicity, heritage, gender, sexual orientation, ability, socio-economic standing, cultural beliefs and traditions. We are dedicated to an environment that is inclusive and fosters awareness, understanding, and respect for diversity. If you feel excluded or threatened, please contact your instructor and/or department head. The University Bias Response Team is also a resource that can assist you. Find more information at their website at bias.uoregon.edu/index.html or by phoning 541-346-2037.