Course Title: Creative Entrepreneurship  
Course Number: AAA 408/508  
Term: Summer 2014  
Credit: 2 credits  
CRN: 48041/48042  
Grading Options: Pass/No Pass  
Meeting times: Weeks 1–8; 100% online

Instructor Contact Information

Instructor: Jenna Soard, MBA BS  
Office Hours: Virtual  
Contact: digitalgasp@gmail.com  
Questions? Call or Text Me 503-933-2596

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 7  
• Students will interview with industry professionals to review their work Week 8  
• 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 7. Industry Professional Reviews are due by Week 8.
Weekly Written Assignments and Occasional Discussion Board Assignment (24 Points Total)

**Written Assignments** (that are not submitted via the discussion board, but instead via the assignment submission form in a Word Doc.) are worth—3pts.

OR

**Discussion Board Initial Posting** (Due Saturdays)—3 Points

**Responses to Two Classmates** (Due Sundays)—Required but not graded.

Final Project - Business “Idea” Plan (50 Points Total) Due Week 7 via Discussion Board in a PDF.

Students will produce a mini business “idea” plan. This finalized plan 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.

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

Submit this 10 page PDF to the Final Project Board in Week 7

Pitch Your Creative Business Idea Plan to an Industry Professional for Feedback (26 Points Total)

Due Week 8

You must either pitch your idea to a possible investor or your creative business idea plan to a potential mentor in your intended industry, via email or in-person to get feedback by the end of Week 8. (26 points per review)

**Graduate Student Project:** Must submit a proposal for an additional final project worth an additional 10 hours that reflects your professional goals and interests regarding your portfolio or supplementary items. Project can be co-developed with the instructor. Please email jsboard@uoregon.edu within the first two weeks with your proposal. (10 Points)

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

**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
2. 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!
3. 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!

3 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**
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 Sunday

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 Quick case study example,
1 basic 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 Sunday

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 Sunday
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. Discussion Board Post—Come up with a list of possible business names and domain names for feedback  
2. Discussion Board Post—Post your Website or Wireframe for feedback  
3. Discussion Board Postings—1 Business Name & Domain Dev., 1 Website review, Respond to at least 2 of classmates by Sunday.

3 points

Week 7—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. Submit to the discussion board for review from your peers. Respond to at least 2 of your classmates. Post plan by Saturday, Review peers by Sunday Assignment Due Sunday / Responses by Monday

50 points

Week 8—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 Sunday Responses by Monday

26 points

Other Classes for AAA:

- Graphic Design for Portfolio Development if they'd like a more in-depth process of creating a graphic identity for their portfolio  
- AAA408/508 Personal Brand Strategy  
- AAA 408/508 Wrk Digital Portfolio Production or AAA 408/508 Wrk Portfolio Design Production for portfolio assembly, work selection, and clarify portfolio focus. (see class schedule for times and dates)

**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://udos.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.