Course Title: Creative Entrepreneurship
Course Number: AAA 408/508
Term: Summer, 2013
Credit: 2 credits
CRN: 42655/42656
Grading Options: Pass/No Pass
Meeting times: Weeks 1–8 100% on-line—asynchronous

Instructor Contact Information
Instructor: Jenna Soard, MBA BS
Office Hours: Virtual
Contact: jsoard@uoregon.edu
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 9
• Students will interview with industry professionals to review their work Week 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 (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)—1 Points
Responses to Two Classmates (Due Sundays)—2 Points (1 point per response)

Final Creative Entrepreneurship Business Plan (50 Points Total) Due Week 9 via Discussion Board in a PDF.
Students will produce a mini business plan. This is a 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—Social Media & Marketing Communication Strategy (5 Points)
Page 9—Elevator Pitch or 30 Second Commercial (5 Points)
Page 10—A To-Do List of Action Items to Complete Post this Class (5 pts.)

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

Pitch Your Creative Business Idea Plan to an Industry Professional (26 Points Total)
Due Week 10
You must either pitch your idea to a possible investor 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 10. (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
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 Sunday,

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

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 Sunday

3 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 Sunday

3 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—outsourcing 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

3 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 Sunday

3 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. 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—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!
2. Page—Social Media Strategy
3. Page Writing Assignment Due Sunday

3 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 to the discussion board for feedback; respond to two of your classmates by Sunday

3 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. 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 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 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://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.