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2018Fall-JOUR 690 Media Innovation-Advanced Media LEC 4189-18491

**J690 Syllabus**

## J690 Syllabus

**JOUR 690 - Media Innovation Overview**

**“The only way of discovering the limits of the possible  
is to venture a little way past them into the impossible.” – Arthur C. Clarke**

**Description**

The current model of journalism as a profession and as a form of information sharing among members of a community is being dramatically altered by new technologies, audience demands and changing economic influences. As future journalists and consumers of the journalistic work done by others, you have an important stake in the changes now underway. You also have the potential to dramatically influence the future of media through your development of strategies for continuing the function of journalism as a significant element of our society.

Media has undergone significant change many times before. Each time, these changes were the result of innovative thinking and the creative application of new ideas to bring the important elements of journalism to bear in a new media environment.

The primary goal of this class is to challenge you to identify ways to carry forward the critical aspects of journalism that should be part of a future media environment. By studying the concepts of innovation, entrepreneurship and the information needs of multiple audiences, you will be able to work together with your classmates to develop strategies for new media enterprises suitable for implementation in the immediate future.

The course will require you to integrate principles, theories and methods learned in other journalism courses through a professional learning experience. The course will also introduce you to entrepreneurial practices and critical thinking in a collaborative, small-group news laboratory.

**Learning Outcomes and Challenges**

As students in this class, you will innovate new strategies for delivering information to specific audiences, create the technology and techniques for new media products, and/or develop solutions to significant challenges facing the media profession today and in the future. Working in teams, you

will demonstrate the following:

- **Adaptability:** Uses critical analysis and creative thinking, and adapts professional skills to deal with changes and challenges within the media profession or communication organizations.
- **Practical Research:** Identifies problems and opportunities facing the profession, and develops strategies to research and propose possible solutions to meet audience needs.
- **Collaborative application:** Teams successfully with peers and other stakeholders to propose, produce and present new and meaningful content, product or service for a media audience.
- **Technology integration:** Understands and uses existing and/or emerging technology in producing an original project.

## Course objectives

**Your learning success in this course will be measured by your ability to:**

- Determine audience/client characteristics and establish criteria for determining their information/media needs Organize into functional work groups that take advantage of the strength of collaboration and shared responsibilities
- Understand leadership functions and create constructive project management techniques
- Establish comprehensive best practice procedures and apply these to the methodical definition and completion of the course project
- Create innovative solutions to meet the identified needs of the project
- Demonstrate the conceptual and technical skills necessary to produce innovative multiple media solutions to recognize and apply professional standards and ethics to specific media situations

## Three phases of this course

### Part One – Foundation:

This part of the course will focus on surfacing and understanding the problems and opportunities facing the media universe and establishing a **FOUNDATION** on which to better understand the problems and opportunities facing the media professional.

### Part Two – Exploration:

During this critical section of the course, students will attempt to answer the following question – **What is the future, and we're not afraid of it, are we?**

The primary goal of this inquiry is to bring focus to our **EXPLORATION** of what lies ahead in the fast-changing media world. Students will broaden their understanding of the media marketplace – both at the macro and micro levels – and establish the relationships between content, production, marketing, revenue, and branding.

Teams will be assigned to **EXPLORE** an opportunity for creative application of knowledge and skills to solve problems identified or take advantage of new communication models. Working in an incubator environment the teams will end this portion of the semester by pitching a project idea to complete during the final part of the term

### Part Three – Synthesis:

Teams develop projects and present completed work. Through a

**SYNTHESIS** of all learning from this course and previous studies, student teams will complete their proposed creative projects with presentations to appropriate constituents the final week of the semester.



**Class Policies**



**Class Schedule**



**Course Grading**

**Class Policies**

## Class Policies

### [Alignments](#)

This is a course about new ideas and doing things in different ways. Though it will operate somewhat like other courses you have taken, there will be occasions when we purposely pivot from the norm and explore content in an unusual manner.

You remain ultimately responsible for your level of learning and participation in this class. That means if you do not understand any course material, assignments or readings, it is your responsibility to bring relevant questions to my attention. I can't help you if you don't let me know you need help.

### **Class Attitude**

You each have valuable ideas to contribute to the learning process. You should always feel free to ask questions or add your comments to the course discussions.

Because this course is about the development and use of innovative forms of communication, a major portion of each week's assignments will be spent looking at and discussing strategies for innovative thinking and entrepreneurship. You may not agree with all the material presented in our course, but the basic readings have been selected for their relevance, and they deserve your attention.

You are encouraged, and expected, to actively participate in our discussion of these ideas and should feel free to express your feelings about them. Likewise, you should be tolerant of the attitudes and opinions of others, giving them the same courtesy of free expression you would expect for yourself. We will only learn from each other if we are willing to listen to and appreciate the opinions and ideas of others.

We may be working closely with professionals from a variety of business and media organizations. It is important to remember the outcome of your work for this course is a realistic proposal for a solution to an existing or potential media problem. We will always strive to achieve the highest level of professionalism in our work and our working relationships with professionals and with each other in this class.

### **Participation and deadlines**

We will meet in Stauffer-Flint Room 202 each Monday and Wednesday from 4:00 - 5:15 pm.

Your punctual attendance and awareness of the daily topics will give you the greatest opportunity to study, learn and have success in this class. Your attendance is required for every class meeting. Working for the campus media or other recurring personal life choices do not excuse absence from class.

If you must miss a class meeting or assignment deadline, please let me know before the deadline to be missed. Failure to provide an adequate excuse before missing any deadline constitutes an unexcused absence. If you cannot contact me due to serious illness, you are expected to inform me of the reason for your lack of work as soon as possible. If you make an

effort to honestly inform me of a potentially missed deadline, I will be happy to work with you to make appropriate allowances.

You may call my cell number 410.818.4227 at any time to inform me of a pending absence. You may also notify me by email. Be sure to put "**JOUR 690 ABSENCE**" in the subject line of the email message.

Do not assume you will be allowed to make up assignments missed because of unexcused absence.

All course work must be completed by assigned deadlines, many of which will be determined by the plan established by your working group. Any work submitted after the assignment deadline will receive a grade of "F" (zero points) unless a deadline extension is granted before the original deadline.

A grade of **INCOMPLETE** will be assigned only in accordance with University of Kansas policy.

### **Journalism School Policy on Classroom Attendance:**

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office the absence of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and state financial aid.

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

### **Inclement Weather and Special Needs**

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW).

The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/TTY), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request an accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately regarding this course.

### **External communication**

Course communication will be made primarily through your @ku.edu email account. You should regularly check this account and the course website for class announcements and information. ALWAYS put JOUR690 in the subject line of an email to the instructor.

Your best learning will be to participate in the class session and follow up with an additional discussion with your classmates.

### **Class activities**

A weekly schedule of discussion topics follows in this syllabus, however, the specific activities of each class meeting will be tailored to meet the research and development needs of the

eventual project(s).

You may expect weekly class content to include discussion of a variety of reading assignments, exploration of current trends in business, finance, and strategies for media success. As we progress through the term, the creation, presentation, and acceptance of proposals for each team's project will occur.

The semester will conclude with the development of the project, related prototypes, testing of the prototypes and production of a final report. Your project will then be pitched to a select group of constituents and/or potential investors.

## **Academic and ethical behavior**

You will always be expected to use your imagination, images, and information. The highest levels of ethical conduct and integrity expected of working professionals apply to you in this course. Please review the relevant policies listed below.

### **School and University policies**

#### **Policy on Plagiarism and Fabrication/Falsification — Adopted May 7, 2004:**

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.

### **University Definitions**

The following definitions are from Article II, Section 6, of the University Senate Rules and

#### **Regulations, revised FY98.**

**Plagiarism:** Knowingly presenting the work of another as one's own (i.e., without proper recognition of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge. **Fabrication and**

**Falsification:** The unauthorized alteration or invention of any information or citation in an academic exercise.

### **Copying or Recording**

Course materials prepared by the instructor, as well as the content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor will usually permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

### **Technology and its appropriate use in class**

I highly encourage your sharing of information about our course with your classmates. This is often the best way to get questions answered in a timely fashion. You also pay a fee to be able to meet in a classroom with the technology necessary to complete course work.

However, the use of cell phones, tablets or laptop computers to text, email, call others or surf the web during class meetings will not be tolerated. If you wish to use a tablet or laptop to take notes, please ask for permission and be prepared to show what is on the screen whenever asked.

Rude behavior is unacceptable in any academic situation. Please be courteous. If the temptation to be technologically social is too great, simply turn off your device and put it away before class begins.

If texting, emailing, etc. become a problem, your participation grade will suffer and you may be asked to leave the classroom for that day and receive an unexcused absence.

### **Vacations, Travel, etc.**

You are expected to participate in each scheduled class day of the course. Because travel may be part of your plans for Fall Break and Thanksgiving, be sure it does not cause you to miss class activities. Leaving early for these breaks is not a valid excuse for missing assigned coursework.

### **Concealed carry of weapons**

Individuals who choose to carry concealed handguns **are solely responsible for doing so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy.**

Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber

### **Tests and Quizzes**

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed in a specific location during exams and quizzes, and as such those items may not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary.

The University does not provide appropriate storage for concealed handguns.

**Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.**

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2018Fall-JOUR 690 Media Innovation-Advanced Media LEC 4189-18491

J690 Syllabus

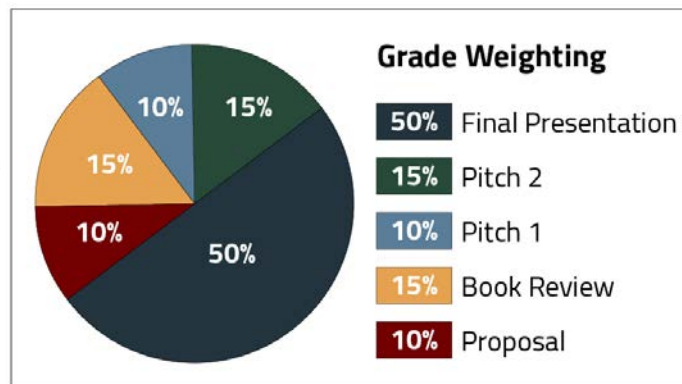
**Course Grading**

## Course Grading

[Alignments](#)

Your final grade for this course will be based on the scores for the following elements and weighed as indicated in the graphic at the right.

Specific details for each assessment will be provided at the time of assignment.

**Project Proposal - 10% of semester grade**

Early in the semester your team will determine the innovative project you will work on throughout the remainder of the term. Each member of the team will submit a written proposal – some of which will be the same general information about the project. But each individual proposal will also need to indicate what elements of the overall project for which you will each be responsible.

**Book Review - 15% of semester grade**

Scored on 100 point scale.

Each student will select a topical book from a list provided in class and create a review of the text in the form of an executive brief. In this manner, each class member will have the benefit of basic knowledge of these books without reading each. More details will be provided in the assignment.

**Project Pitch 1 - 10% of semester grade**

The preparation and presentation of a pitch deck is one of the most basic elements of innovation and entrepreneurship. Your team will create and early version of this pitch deck and present it to the class. Specific elements should be assigned to each team member.

**Project Pitch 2 - 15% of semester grade**

It is not uncommon for an innovation project to not develop quite as successfully and hoped. The process of pivoting to a revised (or brand new) idea is part of the learning process, academically and professionally.

Following the review of the first pitch, and subsequent audience research



and product development, your team will update and present a second pitch to the class. This will serve as a test run of what will likely become the foundation of your team's final project.

### Final Project Presentation - 50% of semester grade

The final project is the synthesis of your learning, not only in this course but inclusive of knowledge gained during your time at KU. The project will contain - at the minimum - the following:

- A written project proposal that will include a narrative of the innovation your team is proposing
- A business and marketing concept document with evidence of comparative research and analysis of market potential
- Results of specific audience research and product testing
- Examples of the prototype of the product, or links to its presence on line
- Copies of slides from the final pitch deck.

These materials will be shared with reviewers who will attend the presentation of the final pitch and Q&A period on the last day of class.

Grading for this project will include a self and team evaluation completed by each team member. These will be private (only the instructor will review them), but will be factored into the final project grade.

### Course Grading Scale -

Grades Scored Between	Will Equal
94 % and 100 %	A
90 % and Less Than 94%	A-
87 % and Less Than 90%	B+
84 % and Less Than 87%	B
80 % and Less Than 84%	B-
77 % and Less Than 80%	C+
74 % and Less Than 77%	C
70 % and Less Than 74%	C-
67 % and Less Than 70%	D+
64 % and Less Than 67%	D
60 % and Less Than 64%	D-
0 % and Less Than 60%	F

Extra credit is not offered in this course.



My Blackboard

Instructor Resou

Michael Williams 426

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2018Fall-JOUR 690 Media Innovation-Advanced Media LEC 4189-18491

J690 Syllabus

**Class Schedule**

## Class Schedule

Alignments

Week	Date	Activities
<b>1</b>	Monday Aug. 20	WELCOME BACK! About the course, the project, the tactics, the participants. The innovative mind. Participating in <b>1 Million Cups</b> - Lawrence
	Wednesday Aug. 22	Project challenge introduced and discussed. The steps we'll take. Team Organization Meetings
<b>2</b>	Monday Aug. 27	General principles of innovation and entrepreneurship. What is your <b>Minimum Viable Product</b> (MVP)?
	Wednesday Aug. 29	Learning to change when change is hard Lean Startup principles and methodology Making your team a success.
<b>3</b>	Monday Sept. 3	<b>LABOR DAY HOLIDAY - NO CLASS</b>
	Wednesday Sept. 5	<b>Idea Generation. Finding your niche</b> <b>View before class:</b> <a href="http://vimeo.com/102076007">http://vimeo.com/102076007</a> Ideas Are Easy. But Who Wants it? What and where are the markets? Analyzing the competition. Finding the niche that needs filling. Share Iceberg is Melting.

<b>4</b>	Monday Sept. 10	Collaboration, project management. Discuss: Our Iceberg is Melting  Defining the Project - Gathering client and audience information
	Wednesday Sept. 12	Business essentials. Business Model Canvas. Building a plan from scratch
<b>5</b>	Monday Sept. 17	"What is a Pitch, and why is it so important?"
	Wednesday Sept. 19	Innovating for real people <b>LOOKING, UNDERSTANDING, MAKING</b>
<b>6</b>	Monday Sept. 24	<b>LOOKING:</b> Ethnographic, Participatory, Evaluative  Audience interviews, focus groups, surveys
	Wednesday Sept. 26	Audience Development Metrics  Measuring audience interest and using assessment tactics effectively  <b>Proposals Due</b>
<b>7</b>	Monday Oct. 1	<b>UNDERSTANDING:</b> People, Patterns, Problem Solving  Books selected for review assignments
	Wednesday Oct. 3	Determining stakeholders and their needs  Identification of importance or difficulty of project aspects
<b>8</b>	Monday Oct. 8	<b>MAKING:</b> Sketching, Storyboarding, Wire framing
	Wednesday Oct. 10	Using Balsamiq Mockup software  Audience testing
<b>9</b>	Monday Oct. 15	<b>FALL BREAK - No Class</b>
	Wednesday Oct. 17	<b>Book reviews due</b> - Presentations  Production for Pitch One

<b>10</b>	Monday Oct. 22	<b>Pitch 1 and critiques</b>
	Wednesday Oct. 24	It's okay to fail. The value of the "pivot" Reviewing business plans
<b>11</b>	Monday Oct. 29	Taking the prototype to the next step.
	Wednesday Oct. 31	"Accelerators, Incubators and Connecting With the Community" Read: How to Manage It & Measure It - PDF in "Resources"
<b>12</b>	Monday Nov. 5	Production and practice of Pitch 2 Team Meetings with instructor
	Wednesday Nov. 7	<b>Pitch 2 and critiques</b>
<b>13</b>	Monday Nov. 12	Final project production
	Wednesday Nov. 14	<b>Legalities and ethics of entrepreneurship</b> <b>Guest: Joe Jarvis, attorney</b> Tallgrass Legal, LLC
<b>14</b>	Monday Nov. 19	Seeing What's Next: Using Theories of Innovation to Predict Industry Change The Diffusion of Innovation - the adoption of new ideas, media, etc. Read: Diffusion of Innovation Theory - PDF in "Resources"
	Wednesday Nov. 21	<b>THANKSGIVING HOLIDAY - NO CLASS</b>
<b>15</b>	Monday Nov. 26	Final project production - Team Meetings with instructor
	Wednesday Nov. 18	Final project production - Team Meetings with instructor

<b>16</b>	Monday Dec. 3	<b>FINAL PITCH PRACTICE, PRACTICE, PRACTICE</b>
	Wednesday Dec. 5	<b>Final Pitch -</b> Semester wrap up and where you can take your project. What's next?
This is the schedule for our class meetings. It is subject to change as course progress dictates.		