

Topics in Emerging Media & Communications

Practical Use of Emerging Media

EMAC 4372.001

Spring 2013

Instructor: Nico Smith

Instructor Contact Information:

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Course Description: This course introduces students to the practical usage of emerging media. This course will act as an introduction to the real world translation of the skills acquired in the Emerging Media and Communications degree plans.

Learning Outcomes:

- Introduce students to various career paths with skills acquired in the EMAC program
- Introduce abstract thinking in the emerging media space
- Introduce students to principles of listening first and responding, utilizing
- Teach students how to turn their passions into a career
- Introduce students to practical use of current tools in the online space
- Create portfolio piece

Required Texts:

The following texts for the class are required. Students are expected to complete readings before additional reading are assigned:

[The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career](#) by [Reid Hoffman](#) and [Ben Casnocha](#) (Feb 14, 2012)

[To Sell Is Human: The Surprising Truth About Moving Others](#) by [Daniel H. Pink](#) (Dec 31, 2012)

[Crush It!: Why NOW Is the Time to Cash In on Your Passion](#) by [Gary Vaynerchuk](#) (Oct 13, 2009)

[The Tipping Point: How Little Things Can Make a Big Difference](#) by [Malcolm Gladwell](#) (Jan 7, 2002)

Course Layout

This course is designed to show students ways to use the skills they are learning in the EMAC program and different ways to turn those skills into a career and aims to present students with different directions to take their career once they leave UTD. The goal is also to have a guest speaker (sometimes 2) every week, followed by extensive class discussion. The guest speakers will speak about how they use the skills students are gaining in the course of their current careers as well as what they see in the future of the emerging media space. The following is what is currently scheduled. As always, speakers are subject to availability, however, all with dates have confirmed. Entire class layout, syllabus, grading structure is subject to change at the instructor's discretion.

Course Projects

The course will consist of a series of independent and group projects utilizing various tools and skills acquired in the EMAC program. These projects will be partially created by the instructor and partially created by student in class. These projects will be created as a collaboration within the classroom, then completed outside of class. Here are some examples of projects that could be created:

- Community Creation & Management
- Event Based Citizen Journalism
- Video Series Creation
- Digital Marketing Campaign Management
- Self Branding through Digital Means

Class Calendar

Week of January 14th

Class introductions, course objectives, previous experience, Meyer Briggs Test, Measure of Entrepreneurial Aptitude Test, Power Searching with Google Course

Week of January 21st

No Class January 21st – MLK Day

Reading: The Start-up of You (pg 1- 80)

Discussion: Who are you and who do I think you are?

Assignment: LinkedIn Profile, Twitter Account, Blog, Listening Station
Power Searching with Google Course

Week of January 28th

Discussion: Who's in your network?

Reading: The Start-up of You (pg 81 – 140)

Power Searching with Google Course

Speaker: TBD

Week of February 4th

Discussion: What are you looking for?

Reading: The Start-up of You (pg 141 – 226)

Power Searching with Google Course

Speaker: Mark Schectman, Radio Host – 102.1 KDGE

Week of February 11th

Discussion: The Start-up of You

Reading: To Sell Is Human: The Surprising Truth About Moving Others (Part 1)

Speaker: Pete Freedman, Founder – Central Track

Week of February 18th

Discussion: Running a Community Page

Reading: To Sell Is Human: The Surprising Truth About Moving Others (Part 2)

Speaker: Alyssa Gardina, Social Media Director – Weber Shanwick

Week of February 25th

Discussion: Connecting to others

Reading: To Sell Is Human: The Surprising Truth About Moving Others (Part 3)

Speaker: Mike Orren, Founder – Speakeasy

Week of March 4th

*** **March 6th – Midterm** ***

Discussion: To Sell Is Human: The Surprising Truth About Moving Others

Speaker: Andy Odom, Social Media Director - 35 Denton Music Festival

March 9th – 17th

SPRING BREAK

Week of March 18th

Discussion: Bar Camp

Speaker: Steve Braband, Social Media Producer – ESPN

Reading: Crush It (pg 1- 56)

Week of March 25th

Discussion: Making it all work together

Speaker: Chris Carter, International Broadcast Producer – NASCAR

Reading: Crush It (pg 56- 102)

Week of April 1st

Discussion: What's your passion?

Speaker: Michael Urie, Producer, Actor, Director - formerly of ABC's Ugly Betty and CBS's Partners

Reading: Crush It (pg 103- 140)

Week of April 8th

Discussion: Crush It

Speaker: Rory Ellis, Social Media Manager – Park Cities Lexus

Reading: The Tipping Point (pg 1 – 88)

Week of April 15th

Discussion: It's not who you know, it's who knows you

Speaker: Eddy Bardina, Co-Founder - Buzzshift

Reading: The Tipping Point (pg 89 - 215)

Week of April 22nd

Discussion: How can I help you in the future? How can you help someone else in this class?

Speaker: Cameron Gawley, Co-Founder - CherryPick

Reading: The Tipping Point (pg 215 – 292)

Week of April 29th

Discussion: The Tipping Point

Speaker: Kevin Gray, Dallas Editor – Urban Daddy

May 13th

Final Exam

Speakers confirmed but not scheduled:

John Pozadzides, CEO - iFusion Labs, LLC

Elysa Ellis, Community Manager – Bizzy

Colin Alsheimer, Community Manager – American Airlines Advantage Program

Mijune Pak, Founder - Followmefoodie.com

Trey Bowles, Founder - Startup Texas

Additional Speakers will also join.

Class Grading:

- Class Assignments: **40 percent**
- Midterm Exam: **10 Percent**
- Final Exam: **10 percent**
- Class Participation (All Weeks): **40 percent**

Class Policies:

In fairness to other students, no late assignments will be accepted without prior approval. To request an extension, email instructor with the request date before the deadline. You must keep records of all correspondence. Late assignments are highly discouraged.

Responses to phone calls or emails from instructor are expected within 48 hours.

Academic dishonesty in any form will not be tolerated.

The instructor reserves the right to make adjustments to the syllabus as needed.

Americans with Disabilities Act Compliance: It is the policy of UTD to provide reasonable and appropriate accommodations for individuals with documented disabilities. This college will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity.