

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

JOUR 2490: Freelancing for Journalists

Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 1.5 h + Seminar 0 h + Lab 1.5 h

Credits: 1.5

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

Freelancing is an increasingly popular career option in the journalism industry, either as a full-time position or as a part-time activity in addition to standard employment. Students learn how to manage a freelance business, from identifying likely clients to marketing to finances.

Registration in this course is restricted to students admitted to the Diploma or Certificate in Journalism.

Prerequisites: None

Corequisites: None

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- identify opportunities for freelance work
- develop a business plan for a freelance operation
- identify/describe tax and financial issues involved in freelancing
- create a marketing plan

Instructor(s): TBA

Office: TBA **Phone:** 604 323 XXXX **Email:** TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Quizzes/Tests: 15%

Assignments: 25%

Project: 35%

Participation: 25%

Journalism education consists largely of having students complete weekly assignments that reproduce the pace, rhythm, and content of newsroom operations. Courses do not have final examinations because of the constant assignment-and-feedback cycle that is characteristic of journalism programs.

Participation format: Attendance; participation in in-class exercises; preparation ahead of class with assigned material demonstrated by questions and comments in class

Proportion of individual and group work:

Individual: 100%

Grading System: Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: C-

This generic outline is for planning purposes only.

Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

Week 1

What is Entrepreneurship?

Understanding the advantages and disadvantages of the entrepreneurial creative lifestyle, and why writers/journalists/editors are increasingly choosing to go into business for themselves.

Week 2

Opportunity Identification & Feasibility Analysis

What is the unique business proposition that you will offer with your freelance business, and how feasible is it? What are the opportunities—and what is your business model?

Week 3

Basic Business Research

Learning to research your industry and the target market(s) for your freelance business.

Business Planning

What goes into a business plan? A lesson on the basics; plus how to create an assumption sheet.

Week 4

Your Customers and Target Market

Learning how to define your target market, examining the demographic, geographic, psychographic and lifestyles characteristics that make them unique. Also: identifying the market size and trends in your market.

Competitive Analysis, Strategic Positioning and Risk Assessment

Defining your competition, finding your niche as a freelance creative business, evaluating risks and learning to brand yourself.

Week 5

Money Management

A basic overview of income statements, cash flow statements and balance sheets; plus, how to calculate the profit margin, return on investment, and do a break-even analysis for your business.

Financing Your Business

How to raise money: from friends and family, to private/angel investors, to government agencies, banks and venture capitalists. Plus: a look at the rise of crowdfunding as a novel way to get financing.

Week 6

Marketing Fundamentals

A look at why people buy your products/services: benefits and features; how to retain customers and the “customer lifetime value”; how to price and promote your products/services.

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Marketing Tactics

How to get the word out, through marketing, events, public relations and networking. Plus how to develop the perfect elevator pitch for your business.

Week 7

Sales and Distribution

A look at the different channels open to your freelance creative business direct to consumer, or through an intermediary? Plus a look at the role of agents and brokers.

Legal Issues and Globalization

A look at how to protect your intellectual property. Plus registering your business with the government, deciding its legal form (sole proprietorship, partnership or incorporation?), and navigating the complex world of taxation.

Week 8

Final Presentations

The class, in groups, will have to present their business plan for a freelance creative business on this final day.

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

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