USC School of Dramatic Arts

THTR 424: Creator as Entrepreneur
Units: 2
Term: Fall Semester, 2024
Mondays, **12 PM - 1.50 PM,** **3 PM - 4:50 PM** **&** **5:30 PM - 7:20 PM**
Where: Course Location **3 PM in KAP 163** **&** **5:30 PM in WPH 102**
Course Instructor: Tomm Polos
Office: MCC 210 or Virtual
Office Hours: Arranged by Appointment
Contact: polos@usc.edu (Please allow response time of 48 hours)

IT Help and Contact Info: phone - 213-740-5555 or email - consult@usc.edu
Hours of Service: 24 hours per day, 7 days per week

Course Description
THTR 424 explores all the tools required to be a contemporary content creator. This course, available and encouraged for all disciplines, allows students to investigate producing and monetizing their talent. The material covered benefits business minded creatives and anyone interested in media platforms where art and entrepreneurship intersect.

Learning Objectives
THTR 424 supports modern storytellers by emphasizing the importance of authenticity, content management, production strategies and more. By the completion of the course, students will have a better understanding of how to be successful in the short-form content space by analyzing the work of other creators, building out their own visions, and recognizing the pros and cons of the current media landscape.

Entrepreneurial Objective
Dedicated students will leave with a thorough plan and defined path toward channel monetization for their desired project on their preferred platform.

There are no Prerequisite(s) or Co-Requisite(s) for this course. There is no enforced Concurrent Enrollment or heavily advised Recommended Preparation. It is open to all disciplines.

Technological Proficiency and Hardware/Software Required
It is helpful, but not required, to be proficient with smartphone and streaming technology. This includes YouTube, TikTok, Snapchat, Spotify, Apple Podcasts, etc.

Required Readings and Supplementary Materials
In an attempt to have a paperless class, readings will be available online and will be emailed via link to students by the professor.

Description and Assessment of Assignments
This course has weekly assignments and multiple creative projects that will be evaluated throughout the semester. These involve reading, writing, speaking, and creating short-form videos. Assignments and Assignment Submission policies are listed below.

Grading Breakdown

Assignment	Possible Points Earned	Percentage of Grade
First in the Comments	15	15%
Weekly Journal Entries & Reading Responses	15	15%
Participation	15	15%
Midterm Project: The Pitch	20	20%
Create for Good Project	15	15%
Final Exam: The Pilot	20	20%
Total	100	100%

Grading Scale
Course final grades will be determined using the following scale
A   95-100 A-   90-94
B+   87-89   B   83-86   B-   80-82
C+   77-79   C   73-76   C-   70-72
D+   67-69   D   63-66   D-   60-62
F   59 and below

Grading, Grading Timeline, Assignment Submission Policy
Students are responsible for submitting work on time and in the requested format. Assignments are only to be submitted as specified. **First in the Comments** discussions take place at the beginning of each class. **Journal Entries** are to be submitted weekly via email in an ongoing Google Document. Please use Times New Roman and size 12 or 14 point font. Journal Entry format will be presented on the first day of class. Journal Entries and Reading Responses will be evaluated within weeks of receipt. Both **First in the Comments** and **Journal Entries**, if acceptable, will receive a **Complete** grade. Unacceptable and/or incorrectly formatted entries will receive an **Incomplete** for the week. Every **Incomplete** grade will take away from the overall **First in the Comments** and **Journal Entries** section grade(s). Large Scale Projects (i.e. Midterm Pitches and Create for Good Projects) have their own presentation format and evaluation. Students may request to discuss how they are evaluated at any point during the semester by reaching out and scheduling a conversation during Office Hours.

Sharing of course materials outside of the learning environment
USC policy prohibits sharing of any synchronous and asynchronous course content outside of the learning environment. *SCampus Section 11.12(B)*
Distribution or use of notes or recordings based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study is a violation of the USC Student Conduct Code. This includes, but is not limited to, providing materials for distribution by services publishing class notes. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the Internet or via any other media. (SeeSection C.1 Class Notes Policy).

Course Evaluation

Course evaluation occurs at the end of the semester university-wide. It is an important review of students' experience in the class. You should expect to receive an email update once the system has launched to provide your feedback on this course. In addition, you are always welcome to connect with me as the instructor to offer any input on the course.

Additional Policies

Participation is worth 15 percentage points of the student's grade and will be considered on the scale of Average, Good or Excellent. 1 to 5 is Average, 6 to 10 is Good, 11 to 15 is Excellent. Being prompt for discussion is of the utmost importance. Contact the professor with as much notice as possible if you cannot be prompt or present.

Cell Phone Usage is not permitted in class unless permission is given by the instructor. There is no audio and/or visual recording of the course or instruction without prior permission granted. Please communicate if you wish to record or document any aspect surrounding this course.

Computer Usage is allowed for note taking. There will be times when computers are not allowed to be open or used in class out of respect for certain lectures, lessons, or presentations.

Promptness. Be ready to **start on time.** You are a valuable member of our class. When you are late, it is disrespectful of our time. We understand emergencies happen – please communicate with me as quickly and efficiently as possible. **Positive Attitudes** only.

Course Schedule: A Weekly Breakdown

Week	Subject Matter	Assignments / Readings	Deliverable Due Dates
Week 1	Course Introduction and Expectations	Journal Entry Week 1	Week 2
Week 2	LABOR DAY	Journal Entry Week 2	Week 3
Week 3	Creators: A Brief, Weird History	Journal Entry Week 3	Week 4
Week 4	Authenticity and Specialization	J.E. Week 4 / Prep for MT	Week 5/ Midterm: Week 7
Week 5	Content Calendar	J.E. Week 5 / Prep for MT	Week 6/ Midterm: Week 7
Week 6	Producing with Brands	J.E. Week 6 / Prep for MT	Week 7/ Midterm: Week 7
Week 7	Midterm: Pitches	J.E. Week 7	Week 8
Week 8	Midterm Part II	J.E. Week 8	Week 9
Week 9	Monetization	J.E. Week 9 / Prep for CFG	Week 10
Week 10	Industry Visit, Industry Standards	J.E. Week 10 / Prep for CFG	Week 11
Week 11	Create for Good Project	J.E. Week 11	Week 12
Week 12	VETERANS DAY	J.E. Week 12 / Creator Vet	Week 13
Week 13	Management and Taxes for Creatives	J.E. Week 13 / Prep for Final	Week 14
Week 14	PR and Networking	No Journal / Prep for Final	Week 15
Week 15	Final Project	Launch	Final Class
Final	Final Exam: Launch		

The weekly subject matters are subject to slight variation but all of the above will be covered.

<div align="center">Further Notices</div>

Academic Integrity
The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the USC Student Handbook. All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

Academic dishonesty has a far-reaching impact and is considered a serious offense against the university. Violations will result in a grade penalty, such as a failing grade on the assignment or in the course, and disciplinary action from the university itself, such as suspension or even expulsion.

For more information about academic integrity see the student handbook or the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct.

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment or what information requires citation and/or attribution.

<div align="center">SDA PRODUCTIONS, ISPS, AND EXTRACURRICULAR ACTIVITIES</div>

SDA productions, ISPs and Extracurricular Activities* will not excuse you from any class work.   There will be no exceptions made for absences in class, missed or delayed assignments, homework or lack of class participation resulting from your involvement in any of the above. Your grade will reflect your work in this class, independent from work in any other class or activity.

*Activities that have been officially sanctioned by the larger university (such as marching band, song girls, or varsity sports, talking to Tomm Polos) are exempt. You must submit official documentation to your professor regarding your participation in an event prior to your absence.

<div align="center">Equity, Diversity & Inclusion + Intimacy in Theatre Consent Culture Statement</div>

Through our pluralistic approach of diverse pedagogies, methodologies, ideologies, and modalities of artistic expression, we invite(engage) and challenge students to expand their breadth and depth of knowledge, complexity, and range of the human experience. Even though we nurture, guide, and challenge our students to embrace the unknown or unfamiliar and step outside of their comfort zones through storytelling/art, we aim to practice effective strategies and offer tools to students mindful of their physical, psychological, social, and emotional wellbeing. In alignment with professional and industry standards, we will integrate core principles and techniques of Intimacy in Theater and Building Cultures of Affirmative Consent. This will provide agency, offer resources and support to the teachers, students, directors, and staff to establish healthy boundaries of consent when working on material that is physically, intimately, or emotionally charged content in both the classroom and production.

SDA Student Support & Reporting Form
To facilitate a supportive environment of accountability, SDA has created an internal system of reporting for students to address issues/concerns and to offer feedback or suggestions for improvement. This mechanism provides a pathway for reporting and offering feedback without fear of retaliation or judgment. Any submission filed through this form will be reviewed and processed accordingly through SDA Office of Equity, Diversity, and Inclusion.
To file a report, please visit: https://bit.ly/SDAstudentreporting

<div align="center">Statement on University Academic and Support Systems</div>

Students and Disability Accommodations:
USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter

disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.
Student Financial Aid and Satisfactory Academic Progress:
To be eligible for certain kinds of financial aid, students are required to maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the Financial Aid Office webpage for undergraduate- and graduate-level SAP eligibility requirements and the appeals process.

Further Support Systems

Counseling and Mental Health - *(213) 740-9355 – 24/7 on call*
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.
988 Suicide and Crisis Lifeline - *988 for both calls and text messages – 24/7 on call*
The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.
Relationship and Sexual Violence Prevention Services (RSVP) - *(213) 740-9355(WELL) – 24/7 on call*
Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).
Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - *(213) 740-5086*
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.
Reporting Incidents of Bias or Harassment - *(213) 740-2500*
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.
The Office of Student Accessibility Services (OSAS) - *(213) 740-0776*
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.
USC Campus Support and Intervention - *(213) 740-0411*
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.
Diversity, Equity and Inclusion - *(213) 740-2101*
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.
USC Emergency - *UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.
USC Department of Public Safety - *UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call*
Non-emergency assistance or information.
Office of the Ombuds - *(213) 821-9556 (UPC) / (323-442-0382 (HSC)*
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.
Occupational Therapy Faculty Practice - *(323) 442-2850 or* otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

This was a lot. You did it.