

The YouTube DeCal (UGBA 198)

Decal Facilitators

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Course Description

This course will analyze the growing success of the Youtube community. Students will watch the evolution of Youtubers from entertainers to innovators. By observing the history behind trends and vlogs, students will learn how these Youtube Creators are revolutionizing the mechanisms of entrepreneurship within multiple industries.

Learning Objectives

Students will be able to see the multiple methods that can be implemented in Youtube and, as a result, establish their own brand within the Youtube domain and for their own future business endeavors. Instructor of Record, Professor Przemyslaw Jeziorski, will overlook Powerpoints in addition to Youtube Content.

Grading

- Attendance: 25%
- Participation: 15%
- Midterm: 30%
 - Presentation of a Youtuber and their business empire
 - Suggested resource: Berkeley Alumni Hannah Hart: *My Drunk Kitchen- A Guide a to Eating, Drinking, and Going with Your Gut*
- Final: 30%
 - Youtube Video with one form of marketing or innovation idea
 - Video will be emailed to facilitators directly to receive grade

Midterm Presentation and Final Youtube Video **cannot** be posted or be accepted on Youtube or any other social media platform. (Final grade will not be calculated if students post video on social media and/or YouTube.)

Additional Policies

- Cannot miss more than 3 lectures.

- Late work is not accepted
 - Email either one of the facilitators to notify late or missing assignments.

Course Reading/Weekly Videos:

- Main Book:
 - a. *Digital Influencer: A Guide To Achieving Influencer Status Online* by John Lincoln

Syllabus

Intro Week 1: Introduction of Youtube Revolution
 Chapter 1 Week 2: Vlogging & Innovation
 Chapter 1 Week 3: Target Audience
 Chapter 2 Week 4: Career Production
 Chapter 2 Week 5: Management
 Midterm Week 6: MIDTERM PRESENTATIONS
 Chapter 3 Week 7: Technological Advancement
 Chapter 3 Week 8: Music Industry Development
 Chapter 3 Week 9: Marketing with Fashion & Sneakers
 Chapter 3 Week 10: Youtube Development
 Chapter 4 Week 11: Business Transformation: Discovery/Infographic
 Chapter 4 Week 12: Promotions: Health Videos
 Chapter 4 Week 13: Success Stories: Diamond Awardees
 Chapter 4 Week 14: FINAL YOUTUBE VIDEO PRESENTATIONS