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# 'burg Blogs : 2013 : 03 : 11 : USF St. Petersburg Entrepreneurial Journalism Course Helped Me Grow My Business

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## 'burg Blogs »

# USF St.Petersburg entrepreneurial journalism course helped me grow my business

Posted March 11, 2013 at 5:02 pm by [Andrea Luna '13](#)



My husband, Mayor Bill Foster and I at the Saturday Morning Market

When I saw that USF St. Pete department of journalism and media studies was offering an entrepreneurial journalism course in the Fall of 2012, I knew immediately that this class was right up my alley.

Looking at the syllabus, I learned that we had partnered up with SCORE and the St. Pete Business Assistance Center to attend a series of workshops on starting a business.

These included:

- How to research your business/planning your business
- How to write a business plan
- How to write a marketing plan
- How to fund your business

I knew that the entrepreneurial journalism class was serious and I was ready for the challenge.

## Peace, Love, Baby Boutique- Before Entrepreneurial Journalism Class

I started Peace,Love,Baby Boutique in 2010 after my daughter was born. However, I did not have a business plan, cash flow sheet, or any idea what I was doing. I simply wanted to make headbands and tutus for babies.

I had a great brand that was established at the Saturday Morning Market in St. Petersburg and the skills learned in the entrepreneurial journalism course tied up all the loose ends. The workshops helped me map out my business plan and forced me to get serious.

At the end of the semester, the entrepreneurial journalism students had to present their ideas to a panel of judges. The judges included our mentor from SCORE, a former USF St. Pete professor, the editor of the [Crow's Nest](#), a fellow journalism graduate and of course, our professor.

This was it. This was my moment to ramble on about all things pretty, glittery and fun! I got up in front of my peers and flew through my presentation in what felt like seconds. I received some great feedback from the judges and my idea ended up as one of the top three.

Every time someone asks me “why major in journalism?” I can now say, because a journalist can read, write, and edit which are skills that can be carried on to any job.

We start our own businesses. We are the original entrepreneurs and can survive in any economy.

## Peace, Love, Baby Boutique- After Entrepreneurial Journalism Class

So, where am I with my business today? I'm following the plan I developed in my entrepreneurial journalism class. I am full force, working the Saturday Morning Market any chance I get. I am working on my website and my goal in the next year is to open up a brick and mortar boutique on Central Avenue in St. Petersburg.

*My mission remains the same, “We strive to spread peace and love to the world, one cute baby at a time.”*

### About the blogger



I am a Super Senior student who WILL graduate in Fall '13 with a degree in Mass Communications. Mommy and wife #1, Business Owner and Arts and Crafts fanatic #2, Mass Communications student and marketing professional #3.... Simply put, SUPERWOMAN

