

COMM 359: MEDIA MANAGEMENT (3 credits)

Summer 2017

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Office hours: Robinson A121B by appointment

Course Description and Delivery

This synchronous online course is designed to give the student an understanding of the many tasks and duties involved in managing a broadcast platform (radio, television, digital), cable system and telecommunications facility. This will be accomplished via lectures and online discussions, individual case study assignments, tests and quizzes and a sales presentation project. Using [Blackboard](#), students are expected to complete assignments weekly and be engaged in course activities throughout the semester. Please check daily for updates.

Blackboard Login Instructions

Access to [MyMason](#) and GMU email are required to participate successfully in this course. Please make sure to update your computer and prepare yourself to begin using the online format BEFORE the first day of class. Check [the IT Support Center](#) website. Navigate to [the Student Support page](#) for help and information about Blackboard. In the menu bar to the left you will find all the tools you need to become familiar with for this course. Take time to learn each. Make sure you run a system check a few days before class. Become familiar with the attributes of Blackboard and online learning.

Course Reading Materials

Albarran, Alan B. (2017). *Management of Electronic and Digital Media* (Sixth Edition). ISBN13: 978-1-305-07756-0. Printed text can be purchased at the GMU Bookstore. You can also purchase it through various online sources such as [Cengage Brain](#). [Use this link to purchase the e-text copy.](#)

MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, 6th Edition, provides the latest trends, practices, and research on the management and leadership techniques used in the electronic and digital media industries. The text offers a clear and concise presentation of key issues facing future managers, leaders, and entrepreneurs in the rapidly evolving media

industries. Coverage highlights trends in big data, mobile, social media, and the cloud, as well as the latest on the evolution of social media and digital platforms. This text helps one prepare for a career in today's electronic and digital media field.

NOTE: More resources will be added to BB.

Course Learning Outcomes

By the end of this synchronous online course, students will be able to:

- Define and analyze basic media industry regulations, human resources principles, and content development incorporating social media.
- Apply and discuss relevant digital and media management issues.
- Generate solution(s) to daily media issues and interpret the solutions for the proper level (micro and macro level)
- Examine media management principles and define (distinguish) critique relevant media and human relations aspects.
- Discuss relevant industry regulations affecting media management.

Technology Requirements

Hardware: You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for:

1. the storage amount needed to install any additional software, and
2. space to store work that you will do for the course.

If you consider the purchase of a new computer, please go to [the Patriot Tech e-Store](#). Under Students/Faculty/Staff, click Log into the e-Store, enter your Mason username and password, then under Recommendations click Incoming Students, then scroll to your major, click your major then click Submit. This page will allow you to see recommendations.

It is strongly recommended to use **wired** over of **wireless** connections to complete exams and quizzes and uploading assignments.

Software: Many courses use Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the [myMason Portal](#). See [supported browsers and](#)

[operating systems](#). Log in to [myMason](#) to access your registered courses. Some courses may use other learning management systems. Check the syllabus or contact the instructor for details. Online courses typically use [Acrobat Reader](#), [Flash](#), [Java](#), and [Windows Media Player](#), [QuickTime](#) and/or [Real Media Player](#). Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free [here](#).

Students owning Macs or Linux should be aware that some courses may use software that only runs on Windows. You can set up a Mac computer with Boot Camp or virtualization software so Windows will also run on it. Watch [this video](#) about using Windows on a Mac. Computers running Linux can also be configured with virtualization software or configured to dual boot with Windows.

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

Course-specific Hardware/Software

Respondus LockDown Browser: Use of the Respondus LockDown Browser and a functional webcam are required for quizzes and the mid-term and final exams in this online course. Adobe Flash must also be installed on your computer. Regardless of your default or preferred web browser, PC users must use Internet Explorer and Mac users must use Safari to [visit this URL](#). Alternatively, you may cut and paste this URL (<http://get.adobe.com/flashplayer/>) into the address bar of Internet Explorer (PC users) or Safari (Mac users). Following these directions will ensure your computer has the appropriate version of Adobe Flash installed as required by Respondus LockDown Browser.

Once you have successfully completed the Adobe Flash check/install, please follow these instructions to download and install the Respondus LockDown Browser:



1. [Visit this URL](#) to access the Respondus LockDown Browser download.
2. Setup is easy and only requires you to:
 1. Select your operating system.
 2. Choose "Your Own Computer" from the list of provided options.
 3. Click a download link and follow the installation directions as provided.

When you have completed these steps launch the Respondus LockDown Browser by double-clicking its shortcut icon (pictured below). By default, this icon will be created on your desktop.

- [Respondus LockDown Browser system requirements](#)
- [Courses Support Student Documentation](#)



Blackboard Collaborate: If there are online meetings with guest speakers, those will take place on Blackboard Collaborate, a synchronous videoconferencing platform. Login in to mymason.com with your Mason NetID and password. Select the Courses Tab. Choose the course COMM359. Click on Collaborate on the left menu. Under Blackboard Collaborate Click on the Collaborate Image

to be redirect to your Collaborate  **Lecture 1** 
Suggested

Please make sure to update your computer and prepare yourself to begin using the online format BEFORE the first day of class. Check Collaborate Information folder in Course Overview on the left for more information.

The IT Support Center can be found online [here](#).

Navigate to the Student Support page on your MyMason page and select the Courses Tab:



Click on the link as shown in picture.



In the menu bar to the left you will find Blackboard Collaborate; you need to become familiar with Blackboard Collaborate for this course. Make sure you run a system check a few days before videoconference day. To do this, click on Bb Collaborate and a dropdown menu will appear. Become familiar with the attributes of Collaborate and online learning.

****On videoconference day, make sure to log on at least 10 minutes before online session and check that you are set to go before class starts.**

Instructor-Student Communication

I will respond to your emails within 48 hours (longer if during break, or conference travel). I am not as consistent in checking over the weekend, so you should be patient for a response. If I will be away from email for more than one day, I will post an announcement in the Blackboard course folder.

Before sending an email, please check the following (available on your Blackboard course menu) **unless the email is of a personal nature:**

1. Syllabus
2. Ask Professor
3. On-demand Blackboard videos on how to use Blackboard features, and Technical Requirements.

Feel free to respond to other students in the Ask Professor forum if you know the answer.

Contact with Classmates. Make sure you obtain an email address and phone number from one or two classmates, so that you can consult with a classmate if you would like to do so.

Course Policies

- You are responsible for the accuracy of your own schedule. Check PatriotWeb regularly to verify that you are registered for the classes that you think you are.

- Important dates:
 - Last Day to Add and Last day to Drop with no tuition penalty: Friday, May 26, 2017
 - Final Drop Deadline (50% tuition penalty): Thursday, June 1, 2017
 - Selective Withdrawal Period (undergraduate students only): June 5-7, 2017
- **E-mail:** It is strongly recommended that the student activate and/or use their George Mason University sponsored e-mail account (ex: rsmith6@gmu.edu) to communicate in this class. You can check your e-mail [here](#). The instructor will use the GMU e-mail account to contact the student and class. If the student wishes to have their GMU mail forwarded to another e-mail account, visit the masonlive.gmu.edu link above for more information.
- **Media Use:** Any use of video clips, audio clips, graphics, files or texts for class assignments must meet copyright requirements and give full and proper attribution.
- The mid-term exam will be administered Monday, June 12, 2017. The final exam will be administered Thursday, June 22, 2017. Neither the mid-term or final exam will be administered before the respective date. Makeup exams due to illness will be arranged upon presentation of a note from a suitable medical authority. If you do get sick on a test day, contact me via e-mail. There are few excuses for non-communication.
- Please note that submission of papers for Assignments Case Study Writing #1 and Case Study Writing #2 will be made through SafeAssign.
- *Respect.* All communication and discussion in this course should exhibit respect for other class participants and the instructor.
 - Please also read [The Core Rules of Netiquette](#).

Course Schedule

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
Module 1 May 22-26	Course Introduction Managing Electronic & Digital Media Theories of Management	Albarran Ch. 1,4 Videos Lecture	Blog: Students Introductions Initial Post by Thursday, May 25, 11:59 PM EST Online Discussion #1 (ungraded) Initial Post by Wednesday, May 24, 11:59 PM EST Response by Friday, May 26, 11:59 PM EST

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
			Practice Quiz (ungraded): Complete by Friday, May 26, 11:59 PM EST
Module 2 May 27-June 1	Financial Management Managing Personnel	Albarran Ch.5,6 Video Lecture	Online Discussion #2 Initial Post by Tuesday, May 30, 11:59 PM EST Response by Thursday, June 1, 11:59 PM EST Quiz #1 (Ch 5) by Thursday, June 1, 11:59 PM EST Case Study Writing #1 "Dealing with an Employee's Illness" First Draft by Thursday, June 1, 11:59 PM EST (Optional by e-mail)
Module 3 June 2-5	Audiences & Audience Research Content: Strategy & Distribution	Albarran Ch.7, 8 Videos Lecture	Online Discussion #3 Initial Post by Saturday, June 3, 11:59 PM EST Response by Monday, June 5, 11:59 PM EST Quiz #2 (Ch 7) by Monday, June 5, 11:59 PM EST Case Study Writing #1 "Dealing with an Employee's Illness" Final Draft by Monday, June 5 11:59 PM EST
Module 4 June 6-9	Content: Strategy & Distribution The Media Marketplace: Markets, Mergers, Alliances & Partnerships	Albarran Ch 8, 2 Videos Lecture	Online Discussion #4 Initial Post by Wednesday, June 7, 11:59 PM EST

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
			<p>Response by Friday, June 9, 11:59 PM EST</p> <p>Quiz #3 (Ch8) by Friday, June 9, 11:59 PM EST</p>
<p>Module 5 June 10-13</p>	<p>Marketing</p>	<p>Albarran Ch.9. Videos Lecture</p>	<p>Mid-Term Exam Monday, June 12</p> <p>Online Discussion #5 Initial Post by Sunday, June 11, 11:59 PM EST Response by Tuesday, June 13, 11:59 PM EST</p> <p>Quiz #4 (Ch 9) by Tuesday, June 13, 11:59 PM EST</p> <p>Case Study Writing #2 “Going Mobile” First Draft by Saturday, June 10, 11:59 PM EST (Optional by e-mail)</p>
<p>Module 6 June 14-17</p>	<p>News & News Management Regulatory Influences on Electronic Media Management</p>	<p>Albarran Ch10, 11 Videos Lecture</p>	<p>Online Discussion #6 Initial Post by Thursday, June 15, 11:59 PM EST Response by Saturday, June 17, 11:59 PM EST</p> <p>Quiz #5 (Ch 11) by Saturday, June 17, 11:59 PM EST</p> <p>Case Study Writing #2 “Going Mobile” Final Draft by Saturday, June 17, 11:59 PM EST</p>

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
Module 7 June 18-21	Ethics of Management Technology Influence on Media Management Media Management: The Manger/Leader/Entrepreneur	Albarran Ch3, 12, 13 Videos Lecture	Sales Presentation due Wednesday, June 21, 11:59 PM EST
Module 8 June 22			Final Exam

Assignments Description and Grading

Online Discussions (30 points, 10% of overall course grade): This online course relies heavily on each student's ongoing participation in the discussions. In all discussions, this course will emphasize the importance of shunning identifications and descriptions that may serve to perpetuate stereotypes about gender, age, dialect, disability, national origin, race, religious affiliation and sexual orientation. It is expected that discussions will be open and honest, but abusive language or behavior will not be tolerated.

Your discussion will be graded based upon the rubric which looks to quality, timeliness, responsiveness, and moving the discussion forward. Discussions will run based on dates in the calendar, after which discussion postings will not count.

You should make a minimum of **one** response addressing the key question AND then also make a minimum of **one** additional comment ("media spins") based on a variation of the initial key question in the online discussion. You will be given online discussion participation points based on the quality of your responses.

There are 6 discussion questions in which you are required to respond. Discussion #1 is a practice discussion; discussions 2 through 6 count toward your final grade. Please remember that online discussion in this course is based on active case study discussion. Your active participation in solving the case study situation will impact your grade.

Your student introduction blog is worth 5 points.

- **Online Discussions Roles:** You will assume various roles in media institutions, i.e., radio station program director, network vice-president of programming, etc. You will receive a greater appreciation for the duties and responsibility of each role you

play. Each online discussion will have different roles. This will give a great prospective of different leadership role in the media company. Please read carefully each role description to each online discussion.

Case Study Writing (2 case studies - 100 points each, each 15% of overall course grade): In this online course, you will write two papers - "Dealing with an Employee's Illness" and "Going Mobile" - answering questions and/or solving problems posed in the written case study. Check the case study writing guidelines on the Blackboard Assignment link and modules for more information. Following these guidelines not only will help facilitate a thorough examination of the problem, but is also *required* when submitting your answer to the case study. You will have an option to submit the first draft of each case study via email to Professor Rodger Smith to receive feedback on grammar and accuracy of your writing. This helps you in quality revisions of you final draft. The final draft should be submitted via Blackboard as an attached file.

A final word of instruction: Don't be afraid to exercise your creativity in evaluating and designing possible solutions for case studies. What may at first seem to be a far out idea or solution may emerge as the soundest path to take.

Sales Presentation (100 points, 15% of overall course grade): You will act as the local sales manager for a media outlet and prepare a marketing plan for a business that meets the potential client's needs. You will learn about the client's business, prepare the paperwork, and discuss ways to sway the client to buy advertising with the local sales manager's company. Check weekly modules for more details for all aspects of the sales presentation.

Mid-Term Exam (100 points, 15% of overall course grade): This exam covers Albarran chapters 1 and 4-8 and any notes collected in weekly video lectures.

Final Exam (100 points, 20% of overall course grade): This exam covers Albarran chapters 2-3 and 9-13 and any notes collected in weekly video lectures.

Quizzes (5 quizzes, 4 points each, 10% of overall grade): Five quizzes will be administered in this online course. You should be prepared for a quiz on the chapter discussed in modules. **YOU MUST TAKE THE QUIZ WHEN ASSIGNED. NO MAKE-UP QUIZZES WILL BE ADMINISTERED.** These will be timed quizzes, so plan for enough time in your schedule to take a quiz. Take the quizzes in a quiet room or location. During the first module, there will be an ungraded practice quiz. This helps you practice with the quiz software and prepare for quiz #1 and ensuing quizzes and exams. I would **strongly** suggest you take the practice quiz to avoid technical glitches that may occur.

Grading for the Course:

97-100	= A+
93-96	= A
90-92	= A-

87-89	= B+
83-86	= B
80-82	= B-
77-79	= C+
70-76	= C
60-69	= D
0-59	= F

Final grades are rounded up or down. For example, if your final grade is 89.45, you earn the A-. If your final grade is 89.44, you earn a B+.

Questions on Graded Assignments: You have a restricted time period after assignments are returned to you to discuss with your Instructor the grade you earned on the assignment. To discuss the grade, please send an e-mail to the Instructor.

- For case studies and quizzes, you have up to seven calendar days.
- For the sales presentation and final exam, you have up to three calendar days.
- After the restricted time period for each assignment, questions on assignments can be entertained BUT no appointments to discuss grades for those assignments will be scheduled.

Deadlines are deadlines All assignments are due when they are due, even if you are sick. If you are too sick, you must still upload the assignment through the assigned manner. Assignments uploaded past the stated deadlines incur the following penalties:

<i>Assignment turned in:</i>	<i>Percentage deducted from final grade:</i>
<i>After the deadline and up to 24 hours late.</i>	15 (highest grade attainable: 85)
<i>24 to 48 hours late.</i>	30 (highest grade attainable: 70)
<i>48 to 72 hours late.</i>	45 (highest grade attainable: 55)
<i>72 to 96 hours late.</i>	60 (highest grade attainable: 40)
<i>96 to 120 hours late.</i>	75 (highest grade attainable: 25).

<i>120 to 144 hours late.</i>	90 (highest grade attainable: 10).
<i>More than 144 hours late.</i>	100 (0 for the assignment).

An upper division course in the University carries with it an expectation of a significant time commitment. This course should be allotted 16 to 24 hours per week in the student's personal schedule. The specific rigor of the course as well as the academic and organizational skill set of the student will determine the exact amount of hours needed to find success in each class.

*Please also remember that a 5-week summer semester class moves at a **much faster pace** than the traditional 14-week fall or spring semester class. Please plan your schedule accordingly to stay ahead of assignment due dates and keep up with required video lectures.*

University Policies and Resources

- a. Academic Honesty: You are expected to be familiar with and abide by the University's Honor Code. The Code can be found [here](#). It is your responsibility to see me if you have questions about these policies.
- b. Students must follow the university policy for [Responsible Use of Computing](#)
- c. Summer Semester [Administrative information](#)
- d. Student services: The University provides range of services to help you succeed academically and you should make use of these if you think they could benefit you. I also invite you to speak to me (the earlier the better).
- e. Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account. You can check your e-mail [here](#).
- f. Religious Holiday Calendar: As a student, it is your obligation, within the first two weeks of the semester, to provide your instructor with the dates of major religious holidays on which you will be absent due to religious observances.
- g. Student Privacy: [The Family Educational Rights and Privacy Act of 1974 \(FERPA\)](#) is a federal law that governs the educational records of eligible students. Please read for more information.
- h. [The George Mason University Counseling and Psychological Services \(CAPS\)](#) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance. Counseling Center: Student Union I, Room 364, 703-993-2380.

- i. Students with disabilities who seek accommodations in a course must be registered with the [George Mason University Office of Disability Services \(ODS\)](#) and inform their instructor, in writing, at the beginning of the semester.
- j. [Online Education Services, University Libraries](#): The George Mason University Library offers several services online to assist you with research and assignments.
- k. [The George Mason University Writing Center](#) staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing. University Writing Center: Robinson Hall Room A114, 703-993-1200. The writing center includes assistance for students for whom English is a second language.
- l. [Diversity](#): George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.