

## COMM 359 - MEDIA MANAGEMENT

*Fall 2017*

**Mondays and Wednesdays 9:00 am to 10:15 am  
Thompson 1017**

**Instructor:** Rodger Smith

**Office:** Robinson A121B

Office Hours	
<i>Day</i>	<i>Time</i>
<b>Mondays</b>	<b>10:30 am to 11:30 am and 1:00 pm to 4:00 pm. <i>Other times by appointment.</i></b>

**E-mail:** [rsmith6@gmu.edu](mailto:rsmith6@gmu.edu)

### COURSE DESCRIPTION:

- This course is designed to give the student an understanding of the many tasks and duties involved in managing a media platform, traditional or digital. This can include a radio or television station, cable system and/or digital facilities. This will be accomplished via classroom lectures and discussion, individual case study assignments and projects and guest speakers.

### COURSE OBJECTIVES:

- The student will gain a basic understanding of different telecommunications and media platforms and their management needs.
- The student will gain an awareness of the pragmatic aspects of management.
- The student will gain insight into the human relations aspects of managing people.
- The student will understand how managers function in an environment that involves legal, ethical and community responsibility.

### COURSE TEXT:

- Management of Electronic and Digital Media (Albarran), 6<sup>th</sup> Edition.
  - [Consider purchasing a e-copy of the text.](#)
- Scantrons for Unannounced Quizzes.

### ASSIGNMENTS:

- Case Study #1
  - Each Case Study is worth 15%. Each student prepares a paper answering questions and/or solving problems posed in the written case study. Refer to the link "Analyzing a Management Case" for details on how to write and consider the case.
- Case Study #2
  - See info for Case Study #1.
- Mid-Term Exam
  - Worth 20%. Covers Chapters 1 through 2 and 4 through 8 and any notes collected in class.
- Media Kit
  - Worth 20%. Acting on behalf of a traditional media platform, the student prepares a media kit, an information packet about the media company. The goal of this assignment is to give prospective advertising buyers every reason and opportunity to make contact with the media company. Details for all aspects of the sales presentation will be announced in class and on the class web site.
- Final Exam
  - Worth 22.5%. Covers Chapters 3 and 9 through 13 and any notes collected in class.
- Quizzes
  - Worth 7.5%. Eight unannounced quizzes will be administered throughout the semester. The student should be prepared for a quiz on a chapter discussed in class that day. Refer to the calendar for chapter discussion days. Seven quizzes will count toward your total quiz grade. The lowest grade of the eight quizzes will be dropped. **YOU MUST TAKE THE QUIZ WITH A SCANTRON WHEN ASSIGNED. NO MAKE-UP QUIZZES WILL BE ADMINISTERED.**

### IMPORTANT INFORMATION:

- **An upper division course in the University carries with it an expectation of a significant time commitment. Each course should be allotted 7.5-9 hours per week in the student's personal schedule. This means that a full load of five**

courses, or 15 credit hours, will require 37.5-45 hours. 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.

- In traditional face to face courses, this time is typically comprised of 2.5 hours of lecture and 5-6 hours of research and study and assessment work each week (tests, quizzes, and the completion of assignments).
- The student is responsible for the accuracy of their 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 Classes and Drop Classes with No Tuition Penalty (Full-Semester Course): September 5, 2017
  - Final Drop Deadline (Full-Semester Course, 67% Tuition Penalty): September 29, 2017
  - Selective Withdrawal Period (Full-Semester Course): October 2–27, 2017 (undergraduates only)
- The mid-term exam will be administered in class Monday, October 16, 2017 (any changes will be announced ahead of time on the class web site and in class). The final exam will be administered in class Monday, December 18, 2017, 7:30 am to 10:15 am. Neither the mid-term exam nor the final exam will be administered before their respective dates. 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, e-mail me or leave a message on my voice mail. There are few excuses for non-communication.
- **Contact with Classmates.** Make sure you obtain an email address and a phone number from one or two classmates, so that you can consult with a classmate on class affairs.
- Deadlines are deadlines. All assignments are due when they are due, even if you are sick. If you are too sick to come to class, you must still upload the project through the assigned manner.

**ASSIGNMENTS TURNED IN, OR PRESENTED, LATE INCUR THE FOLLOWING PENALTIES:**

<i>Assignment turned in:</i>	<i>Percentage deducted from final grade:</i>
<i>After class 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)

<b><i>72 to 96 hours late.</i></b>	60 (highest grade attainable: 40)
<b><i>96 to 120 hours late.</i></b>	75 (highest grade attainable: 25).
<b><i>120 to 144 hours late.</i></b>	90 (highest grade attainable: 10).
<b><i>More than 144 hours late.</i></b>	100 (0 for the assignment).
<p>If an assignment is handed in late and given to me personally, brought in by a classmate or placed in Robinson A121B or Robinson A307, I will deduct points based on when I find the assignment, not when it is left through one of these options. Points will be deducted for assignments e-mailed or sent through the class web site late based on when the assignment reaches me.</p>	

<b>GRADING</b>	
<b>If the Numeric Grade is:</b>	<b>Then the Letter Grade is:</b>
93-100	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
<p>Final Grades are rounded up or down. Example: If your final grade is 89.5 or 89.45, you earn the A-. If your final grade is 89.44, you earn the B+.</p>	

- Questions on Graded Assignments: You have a restricted time period after assignments are handed back in class to discuss with your Instructor the grade you earned on the assignment. To discuss the grade, you must schedule an appointment, outside of class time, with the Instructor.
  - For case studies, quizzes and the mid-term exam, 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.

## CLASSROOM DECORUM

- 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. Similarly, in the interest of academic rigor as well as just plain good manners, no food will be allowed in the classroom. Also, smoking will not be tolerated.
  - You are expected to be on time for class. Since late arrivals create a disruption, they are unacceptable. If you leave early, you are responsible for any information or assignments you missed.
  - Should you arrive late for class, please avoid walking in front of the instructor or guest addressing the class.
- **Technology Etiquette and Expectations**
  - Technology can be a wonderful learning tool, and can immensely speed communications and information retrieval, but must be used wisely with awareness of limitations. Technology should not be used during class time (unless for note taking or contributing to classroom dialog), especially if use is disrupting learning for others. By remaining in this course, students are expected to adhere to these ground rules.
    - *Assignment Submission.* Browse to <http://mymason.gmu.edu>, login with your GMU e-mail username and password, click on the Courses tab and locate your course link in the 9.1 Course List. Select Comm 359 (Fall 2017, Section 001). *If Comm 359 does not come up as one of your courses, notify your instructor via e-mail or in person.* Case Study 1 & 2 and the written Sales Presentation are submitted ONLY through the class web site. Consult Web Links on the class web site for access to this site.
    - *Cell Phones and Pagers.* During class time, all cell phones and other digital devices must be turned off or set to silent mode and should not disrupt the learning environment in the classroom. Cell phones cannot be answered or used in the classroom except for emergency alerts.
    - *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 at <http://masonlive.gmu.edu>. The instructor will use the GMU e-mail account to contact the student and class if necessary. 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.

- *E-mail Address and Expectations.* As mentioned earlier, students must use their GMU e-mail address or forward e-mail from this address to an address they check regularly. The instructor tries to review e-mail regularly (usually within 48 hours - longer if during break or conference travel), but not as consistently over the weekend.
  - *Text Communications.* There will be no text messaging or tweeting during class time.
  - *Recording and Laptop Use.* Students may use laptops or note taking and recording devices during class, but solely for note taking purposes, and should be aware of possibly disrupting other students and adjust their use accordingly. No e-mailing during class time. No recording of class lectures or interactions may be posted online or used for any profit-generating activity.
  - *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.
  - *Exams.* No electronic devices may be used when taking examinations.
  - *Respect.* All communication and discussion in this course, whether through technology or face to face, should exhibit respect for other class participants and the instructor.
- Emergency Procedures
    - George Mason University is dedicated to preparing staff and students in the event of an emergency. All students in this class are encouraged to register for Mason Alert, a system that allows university officials to contact the community during an emergency by sending a text message to cell phones, e-mails, or PDAs. In addition, we all need to take a minute to view the emergency procedures poster in our classroom. This poster explains what to do in the event of medical emergency, fire, tornado, violence, power outage or other bad event. Please let me know if you would like to discuss these procedures or any information on emergencies. If you are not currently registered for Mason Alert, [please visit their website](#).
  - If you are a student with a disability and you need academic accommodations, please see the Instructor for this course and contact the Disability Resource Center (DRC) at 703-993-2474 or through [their web site](#). All academic accommodations must be arranged through that office. It is the

student's responsibility to contact the faculty member to arrange for appropriate accommodations.

- This class will abide by all rules and regulations mentioned in [the GMU Honor Code](#).
- Official Class Calendar
  - On the class web site.