

COMM 359: MEDIA MANAGEMENT (3 credits)

Fall 2019

Mondays and Wednesdays 9:00 am to 10:15 am
King 1011B

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Instructor: Rodger Smith

Email: rsmith6@gmu.edu (preferred contact)

Office hours and location: Tuesdays 8:30 am to 10:30 am, Northeast Module I, Room 130

Course Description and Delivery

This 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 television show pitch. Using [Blackboard](#) and in class, students are expected to complete assignments 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 or rent the book (or purchase the e-text) through various online sources such as [Cengage Brain](#).

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: For uploading assignments and attempting quizzes, you will need access to a Windows or Macintosh computer with at least 2GB 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. For disk space, 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 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 in this 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](#)



Instructor-Student Communication

I will respond to your emails within 48 hours (longer if during a semester 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. On-demand Blackboard videos on how to use Blackboard features, and Technical Requirements.

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

- **Late Work Policy:**
 - Unless otherwise announced, all assignments are due on the day and at the time they are due. Late work will not be accepted except in the case of a documented personal emergency or excused absence, and students will not be allowed to make up assignments or exams unless they have third-party documentation of an excused absence or emergency. It is the student's responsibility to provide written documentation from a third party that details the emergency or university-excused absence. Except in the very rare case of last-minute emergencies (e.g., getting hit by a car walking to class and being taken to the emergency room), students should let their instructors know about any excused absences, provide documentation, and plan for making up any missed work in advance of missing class. When the nature of the emergency makes it impossible to make up work in advance, students will be given a deadline to complete missed work, usually within one week of the original deadline. **Technology failures, work-related**

absences, work in other classes, oversleeping, or meetings with other professors are not considered a personal emergency. In some cases, even when students have a documented, excused absence, the work in class might be impossible to make up, such as in-class activities, workshops, group work, and individual or group presentations.

- In addition, please read professor Smith's Class Rules on the class website.

• An upper division course in the University carries with it an expectation of a significant time commitment. Each course should be allotted 7.5 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 hours. The specific rigor of the course as well as the academic and organizational skill set of the student will determine the exact number 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 hours of research and study and assessment work each week (the completion of assignments, exams and quizzes).

- 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 Classes: September 3, 2019
 - Last Day to Drop Classes with No Tuition Penalty (Full-Semester Course): September 9, 2019
 - Final Drop Deadline (Full-Semester Course, 50% Tuition Penalty): September 17, 2019
 - Student Self-Withdrawal Period: (100% Tuition Liability): September 18-30, 2019
 - Selective Withdrawal Period:(undergraduate students only, 100% tuition liability): October 1–29, 2019
- **Email:** It is strongly recommended that the student activate and/or use their George Mason University sponsored email account (ex: rsmith6@gmu.edu) to communicate in this class. You can check your email [here](#). The instructor will use the GMU email account to contact the student and class. If the student wishes to have their GMU mail forwarded to another email 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.
- Exams 1 and 2 will be administered in class on dates to be announced online and in class. The final exam will be administered in class Monday, December 16, 2019, 7:30 am to 10:15 am. None of the exams 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 via email. There are few excuses for non-communication.
- Please note that submission of papers for Assignments Case Study 1 and Case Study 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

- Please visit the Course Calendar link on the class website for the Course Schedule (subject to change due to length of lectures, university class cancelations and other factors).

Assignments Description and Grading

Case Study Writing (2 case studies - 100 points each, each 15 percent of overall course grade): You will write two papers – “Department Budgeting Exercise” and “Anchor Woes” - 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 your 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.

“Buffy the Vampire Slayer” Reboot (100 points, 15 percent of overall course grade): *This assignment is loosely based on the case study “Pitching a New Program for Online Distribution” on pages 185-6 in the Albarran.* You will act as a producer developing a reboot of the iconic television drama “Buffy the Vampire Slayer.” You will prepare a written pitch which will include (at a minimum):

- A core concept pitch,
- Character and cast descriptions,
- One three-minute scene for the pilot episode story and
- Future episode short pitches

If need be, you will research past episodes of the drama to get a feel for how you would develop this reboot. You will learn ways to pitch an idea that will hit the target demo of men and women 18 to 49 years old.

Exam 1 (100 points, 15 percent of overall course grade): This exam covers Albarran chapters 1-2 and 4-5 and any notes collected in class.

Exam 2 (100 points, 15 percent of overall course grade): This exam covers Albarran chapters 6-9 and any notes collected in class.

Final Exam (100 points, 15 percent of overall course grade): This exam covers Albarran chapters 3 and 10-13 and any notes collected in class.

Quizzes (5 quizzes, 5 points each, 10 percent of overall grade): Five quizzes (each worth 2 percent of your overall course grade) will be administered in this course. You should be prepared for a quiz on the chapter covered in the quiz. **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. There will be an ungraded practice quiz available the entire semester. This helps you practice with the quiz software and prepare for quiz #1 and ensuing quizzes. 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 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 email to the Instructor.

- For case studies, quizzes and Exams 1 and 2, you have up to seven calendar days.
- For the Buffy reboot and final exam, you have up to three calendar days.

- After the restricted period for each assignment, questions on assignments can be entertained BUT no appointments to discuss grades for those assignments will be scheduled.

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. **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).
- d. 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 email [here](#).
- e. **Religious Holidays:** 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.
- f. **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.
- g. [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.
- h. 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.
- i. [Online Education Services, University Libraries:](#) The George Mason University Library offers several services online to assist you with research and assignments.
- j. [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.
- k. 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, emails, or PDAs If you are not currently registered for Mason Alert, please visit [this website](#).
- 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.

- m. Notice of mandatory reporting of sexual assault, interpersonal violence and stalking: As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence and stalking to Mason’s Title IX Coordinator per University Policy 1412. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as the [Student Support and Advocacy center](#) (703-380-1434) or [Counseling and Psychological Services \(CAPS\)](#) (703-993-2380, 32380 on campus). You may also seek assistance from [Mason’s Title IX Office](#) by calling 703-993-8730 (38730 on campus) or emailing cde@gmu.edu.
- n. The Mason Student Services Center is the first stop and the central resource for information and solutions related to registration, enrollment, financial aid, billing, academic records and other student support services. A team of cross-trained Mason Student Services Center Representatives provide assistance to new and continuing students at all points of their academic career, in one convenient location, thus eliminating the need to visit multiple offices on campus. The Mason Student Services Center is located on the first floor of SUB I, on the Fairfax campus. Upon arrival, students should first proceed to an available kiosk station and check-in online. The online check-in process allows students to self-identify the area they need assistance with, which allows for streamlined service. After check-in, students will be greeted by a Mason Student Services Center Representative who can answer both general and complex questions, provide assistance with navigating university resources and provide referrals to specialists when necessary.