

COMM 359: MEDIA MANAGEMENT (3 credits)

Summer 2021

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Office hours: Tuesdays 9 a.m. to 10 a.m. Eastern time (through Zoom-click the link Instructor Office Hour on the class website)

Course Description and Delivery

This asynchronous online course gives the student an understanding of the many tasks and duties involved in managing broadcast (radio, television, etc.) and online platforms. This will be carried out via video lectures and online discussions, individual case study assignments, tests and quizzes and a television show pitch 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

To take part successfully in this course, access to [MyMason](#) and GMU email are required. 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](#); links and information about Blackboard for students are on this page. By using this link, 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.

- The GMU Bookstore sells the printed text. **You can buy the class text through their website (you'll need to set up an account) but be prepared for a long shipping time.**
- 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, supplies 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 Blackboard.

Course Learning Outcomes

By the end of this asynchronous 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 2GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). Recommended for better visibility of course material: a larger screen. You will need speakers or headphones to hear recorded content; recommended for the best experience: a headset with a microphone. For required Hard Disk Space taking a distance education course, consider and allow for:

1. the storage amount needed to install any added 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](#) (you'll need to set up an account) **If you buy online, expect a long delivery time.**

You are 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](#). [View the knowledge base](#). 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/antivirus 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. You can configure computers running Linux 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

For specific software needs (Zoom, browser, Adobe Reader, etc.), [please visit this IT Mason supported link](#).

Instructor-Student Communication

I hold a weekly virtual office hour through the Zoom platform. *** Click the Instructor Office Hour link on the class website to get to the Zoom link. When available, use the link to speak one-on-one with your instructor with course-related questions.

I will respond to your emails within 48 hours (longer if during a break). 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 through the Class Announcements link on the Blackboard class website.

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

- **Late Work Policy:**

- Unless otherwise announced, all assignments are due on the day and at the time they are due. Late work is not 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 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 receive a deadline to complete missed work, usually within one week of the original deadline. **Not considered a personal emergency: Technology failures, work-related absences, work in other classes, oversleeping or meetings with other professors.** In some cases, even when students have a documented, excused absence, the work in class might be impossible to make up, such as online activities, workshops, group work, and individual or group presentations.
- In addition, please read **Professor Smith's Class Rules** (click the Syllabus link on the class website).

An upper division course in the University carries with it an expectation of a considerable time commitment. The student in this course should allot, at a minimum, 16 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 number 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 15-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.*

- You are still responsible for the accuracy of your own schedule. Check PatriotWeb regularly to verify you registered for the classes you requested.
- Important dates:
 - Last Day to Add and Last day to Drop with no tuition penalty: Wednesday, May 19, 2021
 - Last Day to Drop with 50% tuition liability: Tuesday, May 25, 2021
 - Unrestricted Withdrawal Period: Wednesday, May 26-June 1, 2021
 - Memorial Day (university closed): Monday, May 31, 2021
 - Selective Withdrawal Period (undergraduate students only): Wednesday, June 2-Wednesday, June 9, 2021

- Last Day of Class: Wednesday, June 16, 2021
- Final Exam Day: Thursday, June 17, 2021
- Juneteenth (university closed): Friday, June 18, 2021
- **Email:**
 - If not completed, activate, and use your George Mason University sponsored email account (ex: rsmith6@gmu.edu) to communicate in this class. You can check your email [here](#).
 - [Read about the MasonLive Migration to Office 365 \(scheduled for June 2021\).](#)
 - The instructor will use the GMU email account (or the MasonLive-connected mail function in Blackboard) 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.
 - **Email etiquette: Always use your George Mason account and enter a subject in the subject line of the email. Email delivered by a non-Mason account and/or absent a subject line will not receive a reply.**
- **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 are available Friday, May 28, 2021, and Thursday, June 10, 2021. The final exam is available Thursday, June 17, 2021. Exams are not available before their respective dates. Your instructor arranges a makeup exam due to illness upon presentation of a note from a suitable medical authority. If you do get sick on a test day, contact the instructor via email. There are few excuses for non-communication.
- Please note SafeAssign checks submitted papers for Assignments Case Study Writing #1 and Case Study Writing #2.
- *Respect.* All communication and discussion in this course should show 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 17-21	Course Introduction Managing Electronic & Digital Media Theories of Management	Albarran Ch. 1,4 Videos Lectures	Blog: Students Introduction (BOTH POSTS GRADED) Initial Post by Wednesday, May 19, 11:59 p.m. EST Response Post by Friday, May 19, 11:59 p.m. EST

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
			Online Discussion #1 (both posts ungraded) Initial Post by Wednesday, May 19, 11:59 p.m. EST Media Spin Post by Friday, May 21, 11:59 p.m. EST Practice Quiz (ungraded): Available for the full semester
Module 2 May 22-26	Financial Management Managing Personnel	Albarran Ch.5,6 Video Lectures	Online Discussion #2 Initial Post by Sunday, May 23, 11:59 p.m. EST Media Spin Posts by Tuesday, May 25, 11:59 p.m. EST Quiz #1 (Ch 5) by Tuesday, May 25, 11:59 p.m. EST Case Study Writing #1 “Just What Kind of Manager are You?” First Draft (Optional) by Wednesday, May 26, 11:59 p.m. EST
Module 3 May 27-June 1 (May 31 is a holiday)	Audiences & Audience Research Content: Strategy & Distribution	Albarran Ch.7, 8 Videos Lectures	Exam 1 (Albarran chapters 1 and 4-6 and video lecture notes) due by Friday, May 28, 11:59 p.m. EST Online Discussion #3 Initial Post by Sunday, May 30, 11:59 p.m. EST Media Spin Posts by Tuesday, June 1, 11:59 p.m. EST Quiz #2 (Ch 7) by Tuesday, June 1, 11:59 p.m. EST

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
			Case Study Writing #1 “Just What Kind of Manager are You?” Final Draft by Tuesday, June 1 , 11:59 p.m. EST
Module 4 June 2-5	Content: Strategy & Distribution The Media Marketplace: Markets, Mergers, Alliances & Partnerships	Albarran Ch 8, 2 Videos Lectures	Online Discussion #4 Initial Post by Thursday, June 3, 11:59 p.m. EST Media Spin Posts by Saturday, June 5, 11:59 p.m. EST Quiz #3 (Ch8) by Saturday, June 5, 11:59 p.m. EST
Module 5 June 6-9	Marketing	Albarran Ch.9. Videos Lectures	Online Discussion #5 Initial Post by Monday, June 7, 11:59 p.m. EST Media Spin Posts by Wednesday, June 9, 11:59 p.m. EST Quiz #4 (Ch 9) by Wednesday, June 9, 11:59 p.m. EST Case Study Writing #2 “Going Mobile” First Draft (Optional) by Wednesday, June 9, 11:59 p.m. EST
Module 6 June 10-13	News & News Management Regulatory Influences on Electronic Media Management	Albarran Ch 10, 11 Videos Lectures	Exam 2 (Albarran chapters 2 and 7-9 and video lecture notes) due by Thursday, June 10, 11:59 p.m. EST Online Discussion #6 Initial Post by Friday, June 11, 11:59 p.m. EST

MODULES	TOPICS	WHAT TO READ AND WATCH	ASSIGNMENT DUE
			Media Spin Posts by Sunday, June 13, 11:59 p.m. EST Quiz #5 (Ch 11) by Sunday, June 13, 11:59 p.m. EST Case Study Writing #2 "Going Mobile" First Draft (FINAL DRAFT) by Sunday, June 13, 11:59 p.m. EST
Module 7 June 14-16	Ethics of Management Technology Influence on Media Management Media Management: The Manger/Leader/Entrepreneur	Albarran Ch 3, 12, 13 Videos Lectures	"Golden Girls" Reboot due Tuesday, June 15, 11:59 p.m. EST
Module 8 June 17			Final Exam (Albarran chapters 3 and 10-13 and video lecture notes) due by Thursday, June 17, 11:59 p.m. EST

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. The expectation: discussions will be open and honest, but abusive language or behavior are intolerable.

The rubric for your discussion grade bases upon 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 make a minimum of **one** additional comment ("media spins") based on a variation of the initial key question in the online discussion. You earn online discussion participation points based on the quality of your responses.

There are 6 discussion questions requiring responses. Discussion #1 is a practice discussion; discussions 2 through 6 count toward your final grade. Please remember online discussion in this course is based on active case study discussion. Your active participation in solving the case study situation affects your grade.

Your student introduction blog is worth 5 points.

- **Online Discussions Roles:** You assume various roles in media institutions, i.e., radio station program director, network vice president of programming, etc. You receive a greater appreciation for the duties and responsibility of each role you play. Each online discussion places you in distinct roles. This gives a great prospective of different leadership roles in the media company. Please carefully read each role description in each online discussion.

Case Study Writing (2 case studies - 100 points each, each 10% of overall course grade): You will write two papers – “Just What Kind of Manager are You” 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 facilitate a thorough examination of the problem but is also *required* when submitting your answer to the case study. As an **optional** activity, submit the first draft of each case study (.doc or .docx format) through an assignment link on the class website to receive feedback on grammar and accuracy of your writing. This helps you in quality revisions of your final draft. Submit the final draft (again, .doc or .docx) via Blackboard as an attached file.

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

“The Golden Girls” Reboot (100 points, 15% of overall course grade): You will act as a producer developing a reboot of the iconic television comedy “The Golden Girls.” 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 necessary, research past episodes of the comedy 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 (known in the media industry as the “money demo”).

Exam 1 (100 points, 15% of overall course grade): This exam covers Albarran chapters 1 and 4-6 and any notes collected from video lectures.

Exam 2 (100 points, 15% of overall course grade): This exam covers Albarran chapters 2 and 7-9 and any notes collected from video lectures.

Final Exam (100 points, 15% of overall course grade): This exam covers Albarran chapters 3 and 10-13 and any notes collected from video lectures.

Quizzes (5 quizzes, 4 points each, 10% of overall grade): There are five administered quizzes 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.

NOTE: All exams and quizzes are open book/open notes. However, you will have a limited amount of time to complete each quiz and exam.

- You will have four minutes to complete each quiz.
- For exams, you will have one minute per multiple choice question, two minutes per short essay question and 10 minutes to review your answers before submitting the exam.
- “But professor, that’s not a lot of time to take a test! I need time to be thorough in answering questions.”
 - This is where taking copious notes on video lectures and your readings in Albarran come into play. With good note taking, you will be ready to take a quiz and exam to answer any question posed.
 - This is where studying the days before a quiz or exam comes into play. Being familiar with material will help you answer questions quickly. Taking an exam or quiz without studying before hand will hurt you more than it will help you.
 - I’m not interested in long, drawn out short essay answers. In exams in this course, you can answer these questions in three sentences usually.
 - If you have George Mason University Office of Disability Services (ODS) authorized paperwork recommending additional time on exam taking, you will get it once that official is in my possession *before* you take the quiz and/or exam.

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 round 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+.

Use the Final Grade Calculation link on the class website to monitor your progress in the course and see how your final course grade is calculated.

Questions on Graded Assignments: You have a restricted period after returned assignments 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 and quizzes, you have up to seven calendar days.
- For the Smallville reboot and final exam, you have up to three calendar days.
- After the restricted period for each assignment, questions on assignments are entertained BUT no appointments to discuss grades for those assignments will be scheduled.

University Policies and Resources

- a. Academic Integrity: 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. For policies that govern all Mason students, [please review the General Policies and Academic Policies sections in the University Catalog](#).
- d. Summer semester [Administrative information](#).
- e. Students are responsible for the content of university communications sent to their George Mason University email account and required to activate their account and check it regularly. All communication from the university, college, school, and program is sent to students solely through their Mason email account. You can check your email [here](#).
 - a. [Again, check the Student Office 365 Migration \(slated for June 2021\)](#).
- f. 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.
- 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. 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 or as soon as possible after diagnosis.
- 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 support 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 "Non-Confidential 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](#) (703-993-3686, 33686 on campus) or [Counseling and Psychological Services \(CAPS\)](#) (703-993-2380, 32380 on campus; click the link for phone numbers of other resources). You may also seek assistance from [Mason's Title IX Office](#) by calling 703-993-8730 (38730 on campus) or emailing titleix@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. Click the link for more information.
- o. You can find out more about Mason campus groups at [the Mason 360 website](#).