

MCOM 445 - BROADCAST MANAGEMENT - Fall 2006

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Course Description:

The Broadcast Management course is designed to provide an understanding of the organization and administration of broadcast stations and other electronic media systems, with attention to operations, the broadcast “products,” fiscal management, personnel management, and other influences of management decision making.

Objectives:

1. To become familiar with the principle elements of the broadcast station and electronic media products and markets.
2. To understand the major theories of management within the context of the broadcast station and electronic media.
3. To apply concepts of fiscal management within the context of the broadcast station and electronic media.
4. To apply concepts of personnel management within the context of the broadcast station and electronic media.
5. To demonstrate the interrelationship between government regulation and broadcast station and electronic media management.

Course Format:

This course is designed around a lecture/seminar format.

Required Text:

Alan B. Albarran. Management of Electronic Media, 3rd Edition. Belmont, California: Thomson Wadsworth., 2006. (ISBN: 0-534-56399-6).

Evaluation:

Course grades will be determined by class participation, three to four case studies, and three examinations.

Graduate students will be expected to set the standard for their undergraduate colleagues. All Graduate students will also complete a scholarly paper on a subject germane to broadcast management approved by the instructor. This paper must be carefully researched and thoughtfully prepared according to an accepted standard (APA, MLA, or Turabian) for scholarly papers.

The weighting of the requirements of this course, as a percentage of the final grade, is as follows:

Undergraduate Students:

Examination #1 = 20%
Examination #2 = 25%
Final Examination = 30%
Case Studies and Quizzes = 25%

Graduate Students:

Examination #1 = 15%
Examination #2 = 20%
Final Examination = 25%
Scholarly Paper = 15%
Case Studies and Quizzes = 25%

Grading for this course will be determined by the following scale:

- 90 - 100 % = A Extraordinary Effort. All criteria are performed with a high degree of excellence and enthusiasm. The student demonstrates active participation and high-quality work.
- 80 - 89 % = B Honorable Effort. All criteria are performed with considerable endeavor and energy. The student solidly participates and demonstrates a desire to achieve more than basic requirements.
- 70 - 79% = C Average Effort. All criteria are performed satisfactorily, though with some room for improvement. The student demonstrates that he or she is fully engaged with the class.
- 60 - 69 % = D Minimal Effort. The criteria are performed with considerable room for improvement. The student falls short of being fully engaged with the class, but demonstrates a basic effort to pass the course.
- 59% and below = F Unsatisfactory Effort. The student fails to meet the criteria and displays little or no effort to pass the course. This is usually accompanied by poor participation and minimal attendance.

Grades may be discussed at any time throughout the term during the instructor's office hours, by appointment only. Final grades will not be posted or otherwise distributed before they are made available online by the University Registrar.

Case Studies:

Case studies will be periodically presented to the class; the due date for student responses will be announced with each assignment.

Your responses to case studies will be evaluated based on thoroughness, organization, clarity, proper use of language, style (e.g., grammar, punctuation, and spelling). An important component of each case study response is the thoughtful analysis of your assigned readings and of your original research. Your case study submissions must demonstrate both your ability to locate relevant information and your accurate interpretation of those references.

Professional presentation is expected and citations of the writings of others must be properly credited. These case studies will serve to launch our later in-class discussions; therefore, the student is expected to independently uncover the necessary information from the textbook readings and from other resources. Each case study response must be typewritten, double-spaced, on 8½- by 11-inch paper using 12-point type. Top, bottom, and side margins must be one (1) inch each. Multiple pages must be attached via a single staple in the upper left corner; no paper clips or binders are permitted.

Case study responses must be submitted at the beginning of the class period when due; early submissions are permissible and late submissions will not be accepted.

Quizzes:

Unannounced quizzes may also be administered as a part of this course. Any quizzes administered as a part of this course are designed to determine the student's diligence in reading assigned material and his or her understanding of that material. Each quiz will consist of ten short-answer questions, and will be administered at the beginning of the given class session without prior notice. A student arriving late to class will not be allowed to complete any quiz administered during that session. Make-up quizzes will not be administered; any missed quiz will be recorded as 0%.

Examinations:

Examinations shall consist of a varied format, including true/false, multiple choice, short answer, and essay questions. Make-up examinations will only be allowed with an official University excuse (see “Attendance” below). Make-up examinations must be administered before the first regular class meeting following the student's return to school. Students missing examinations because of University activities must arrange to take the examination before the scheduled examination date. The Final Examination will contain a comprehensive element.

Plagiarism:

Each student is expected to do his or her own basic research and compose his or her own answers to assignments. The University forbids plagiarism, and provides for penalties for students violating this policy (Refer to the “Cheating and Plagiarism” section of the University’s Student Policy Manual). In any case of copying, both the copier and the lender will be penalized.

Attendance:

As required by University policy, attendance will be taken each class session. The University regards class attendance as an obligation as well as a privilege, and defines as “excessive” absences of ten percent (10%) or more of the total class sessions for any course; for this particular course a total of three (3) absences is considered excessive under that University policy. Your attendance and participation in discussions is vital to the class as a whole.

Each student is allowed a maximum of two (2) absences without penalty. Such absences shall include any excused absences. Further unexcused absences will result in the lowering of the student’s final course grade by one (1) full letter grade for each absence. Absences for lecture meetings scheduled immediately prior to or following holidays will be double-weighted.

Acceptable excuses for absences are listed in the University’s Student Policy Manual: 1) authorized trips away from the University or absences resulting from special duties at the University, 2) confinement in a hospital or other in-patient facility or doctor’s excused absence, or 3) a death in the immediate family. Each student should make every effort to ensure medical appointments do not conflict with the class schedule. Excuses must be presented for the instructor’s consideration within three (3) class meetings of the student’s return to class. Students participating in University activities, whose names appear on the Authorized Class Absences list from the Academic Affairs office, should specifically notify the instructor. Absences do not excuse you from performing with the rest of the class.

Tardiness is disturbing to the class; habitual lateness is viewed unfavorably. Be considerate to your colleagues and be punctual to each lecture. Tardiness counts as one-half (½) of an absence.

Pagers, cellular telephones, and other devices must be switched to silent mode during class time.

Drop Policy:

Any student who does not withdraw from this course, and who otherwise fails to complete the requirements of this course, will automatically receive a final grade of “F.”

Students with Special Needs:

A student with special needs seeking reasonable individual assistance or accommodation to achieve the objectives of this course must immediately file a Special Needs Accommodation Form with the Counseling Center (Refer to the University’s Student Policy Manual).

Schedule:

The sequence of topics to be discussed for this course is detailed below. As discussions of these topics evolve, adjustments to this preliminary schedule may become necessary. As such, students are advised to be prepared for alterations in this schedule, including changes in readings, discussions, and examination dates.

<u>Date:</u>	<u>Lecture Topic:</u>	<u>Reading:</u>
Aug 22	Course Introduction/Roles of Management	Chapter 1
24	Roles of Management (Continued)	
29	The Media Marketplace	Chapter 2
31	Theories of Management	Chapter 4
Sep 5	(Continued)	
7	Financial Management	Chapter 5
12	(Continued)	
14	Managing Personnel	Chapter 6
19	(Continued)	
21	Examination 1	
26	Audiences and Audience Research	Chapter 7
28	(Continued)	
Oct 3	(Continued)/	
5	<i>Fall Holiday – No Class</i>	
10	Programming Strategies	Chapter 8
12	(Continued)	
13	<i>Mid-term Grades Due</i>	
17	Marketing and Sales	Chapter 9
19	(Continued)	
24	News Management	Chapter 10
26	Examination 2	
26	<i>Final date for dropping courses or resigning from the University</i>	
31	Regulatory Influences on Management	Chapter 11
Nov 2	(Continued)	
7	Technology and Management	Chapter 13
9	(Continued)	
14	(Continued)	
16	The Role of Public Relations and Management	Chapter 12
16	Graduate Scholarly Papers Due	
21	The Role of Public Relations and Management (Continued)	
28	<i>Thanksgiving Holiday – No Class</i>	
23	Ethics of Management	Chapter 3
30	(Continued)	
Monday	Final Examination (3:00-4:50 p.m.)	
Dec 4		