**COMMUNICATION 284 MEDIA SALES**

**Fall 2019**

**INSTRUCTOR: Deb Lesser**

**OFFICE: 008 Fell Hall**

**OFFICE PHONE: 438-7409**

**E-MAIL: dllesse@ilstu.edu**

**OFFICE HOURS: Wednesdays 1-3pm and by appointment**

**TEXTBOOKS**

Warner, Charles, Media Selling. Malden, MA: Wiley-Blackwell, 2009,

4th edition.

Weyland, Paul, Successful Local Broadcast Sales. New York, NY: Amacom, 2008, 1st edition.

**COURSE DESCRIPTION**

The purpose of this class is to explore the world of media sales focusing on products, personality, and presentation. We will examine the products of radio, television, print and social media. We will look at careers in media sales and the personal qualities that successful account executives share. We will review presentation methods for media sales and learn to prepare appropriate client presentations.

**COURSE OBJECTIVES**

Upon successful completion of this course you will have learned:

1. The different media products available and the terminology associated with media sales through completion of assigned readings and class discussions, and demonstrated that knowledge through project completion.
2. The variety of appropriate skills and characteristics that media sales professionals have through assigned readings.

3. Characteristics that you may possess to assist you in a media sales career through project completion.

4. Through class discussion, the career opportunities in media sales and ways to go about applying for jobs and internships.

5. Through assigned readings and class discussion, to understand the client, the client’s industry and the client’s concerns and demonstrate that knowledge by conducting research and creating client files.

6. Through assigned readings and class discussion, how to craft effective client advertising and demonstrated that knowledge by creating an ad for a client.

7. Through assigned readings and class discussion, the appropriate presentation methods for client meetings and demonstrated that knowledge by creating and presenting information for a client.

**EVALUATION**

This class is based on a thousand point scale as follows:

Attendance and Participation 100

1-Advertising Observation 75

2-Rate Card 100

3-Personality Profile 75

4-Client Research 100

Written Client Presentation/Note 100

Ad Creation 100

Client Presentation Role Plays 150

Midterm 100

Final 100

Total 1000

\*\*Late assignments will be penalized 10% per day. All assignments must be completed in order to receive a passing grade in this course. Assignments more than one week late will not be accepted. All assignments must be turned in in printed form at the start of class. Emailed assignments will not be accepted except in emergency situations.

**NOTES**

This class requires out of class observing and media consumption. Please consume media advertising. This is most likely a different experience than your normal media consumption. Notice, watch, and listen to advertisements over programming.

Also, pay attention to “customer service” interactions that you have with people, noting what is positive and what is negative about these interactions.

Class attendance is crucial to class discussion. Be here. Be present. Be talkative. For this reason, note taking will be permitted on paper only. No laptops.

**A note about cell phones—**Please keep your phones upside down on your desk during class. Please give your classmates and me the benefit of your undivided attention. You are much more fascinating when focused☺ We’ll take a phone break!

**SCHEDULE OF EVENTS**

WEEK DATES LECTURE

1 8/19-23 Intro to Class/ MS Chapter 1

2 8/26-30 MS Chapter 2/Project #1-Advertising Observations

3 9/2-6 MS Chapters 3 & 4/Project #1 Due

4 9/9-13 MS Chapter 21 Radio & the Media

5 9/16-20 MS Chapter 18 TV & Cable/Project #2-Rate Card

6 9/23-27 MS Chapter 19 Newspaper/Project #2 Due

7 9/30-4 MS Chapter 20 Internet/Midterm Review

8 10/7-11 Midterm/ Personalities/Project #3-Personality Profile

9 10/14-18 Sales Chapters 1-8/Project #3 Due/Project #4-Client Res.

10 10/21-25 Sales Chapters 14-18/ROI/Project #4 Due/Final Project

11 10/28-1 Sales Chapters 9-13

12 11/4-8 Sales Chapters 19-24

13 11/11-15 Client Presentations Due/Presentations Begin

14 11/18-22 Client Presentations

15 11/25-29 Thanksgiving Break!

16 12/2-6 Client Presentations/Review

17 12/9-13 Final Exam

Any student needing to arrange a reasonable accommodation for a documented disability should contact Student Access and Accommodation Services at 350 Fell Hall, 309‐438‐5853, studentaccess.illinoisstate.edu.

Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are 24/7/365, FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.