

COMMUNICATION 284
Spring 2024

MEDIA SALES

INSTRUCTOR: Deb Lesser
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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	<u>100</u>
 Total	 1000

*As stated in the Undergraduate Catalog, you are responsible for attending class and completing all academic work. Our class is synchronous. Make arrangements with me in advance if you will be missing class due to participation in a Sanctioned University Activity, fulfillment of a religious obligation, exercise of a bereavement leave, or another university-recognized excused absence. Given the time we are experiencing together in the world, I understand things may change for you very quickly. Communication with me is key to staying on track.

**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 situation

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.

Attendance and Participation

Class attendance is crucial to class discussion. Be here. Be present. Be talkative. This is practice for sales. You must be able to present yourself well and interact with others.

Some class resources and lessons will be available to you on Canvas. It is important to keep up with the reading and to **take notes during class** as you would in a regular classroom setting. Research shows that handwritten class notes are better recalled. **No laptops** open during class.

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!

Other Helpful Info

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 FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

Observations

COVID-19 has changed so many things about the way we live, including how we learn. Online, in person, hybrid classes, internships and work all compete for our time, not to mention life things, like laundry and sleeping. COVID taught many people new things about scheduling. I have found that a visual schedule works best for balancing and allotting time for all necessary things. Please consider creating one for yourself.

SCHEDULE OF EVENTS

<u>WEEK</u>	<u>DATES</u>	<u>LECTURE</u>
1	1/15-19	Intro to Class/MS Chapter 1
2	1/22-26	MS Chapter 2/Project #1-Advertising Observations
3	1/29-2/2	MS Chapters 3 & 4/Project #1 Due
4	2/5-9	MS Chapter 21 Radio & the Media
5	2/12-16	MS Chapter 18 TV & Cable/Project #2-Rate Card
6	2/19-23	MS Chapter 19 Newspaper/Project #2 Due
7	2/26-3/1	MS Chapter 20 Internet/Midterm Review
8	3/4-8	Midterm/ Personalities/Project #3-Personality Profile
9	3/11-15	Spring Break!!
10	3/18-22	Sales Chapters 1-8/Project #3 Due/Project #4-Client Res.
11	3/25-29	Sales Chapters 14-18/ROI/Project #4 Due/Final Project
12	4/1-5	Sales Chapters 9-13
13	4/8-12	Sales Chapters 19-24
14	4/15-19	Client Presentations Due/Presentations Begin
15	4/22-26	Client Presentations
16	4/29-5/3	Client Presentations/Review
17	5/6-10	Final Exam