

COM 364 – Broadcast Management

SPRING Session, 2024, Section 01, 3 credit hours – Fully Online via Canvas
School of Communication, Illinois State University

Professor: Dr. Maria A. Moore

Virtual Office Hours: by request via FaceTime or Skype

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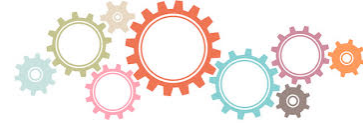
Phone/Text: 309.530.6290 (mobile)

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Email contact with your Professor: My email address is listed above.

I review email daily, and should be able to respond to quick questions, concerns or comments within 24 hours.



Course Description: This course explores the role and functions of electronic media managers in society. It employs a case-based approach to teaching and learning, through relevant real-world examples.

Learning Objectives

Upon completion of this course, you should be able to:

- Exhibit a substantial increase in knowledge about the managerial aspects of TV, radio, cable, and other electronic media.
- Analyze through case studies the major management functions within the electronic media, and describe the issues that face individual managers on a daily basis.
- Demonstrate evidence of professional competence in sequence-specific skills.
- Know about management career opportunities in the electronic media.
- Understand how laws, regulations and ethics impact management decisions.
- Demonstrate an ability to create, monetize, promote, market, distribute, and syndicate original creative content for converged media.
- Independently apply critical thinking skills to examine significant media management issues.

Readings

There is no formal textbook for this course. You will be responsible for weekly readings posted through our Canvas site. You will also be encouraged to read media news content each week through print and internet publications such as *Multichannel News*, *broadcastingcable.com*, *tvweek.com*, *adweek.com*, *Entertainment Weekly*, *the New York Times business page*, or other publications covering the media and its products.

Course Activities with Evaluation Opportunities

For all items below, deadlines and more comprehensive details are provided within the Canvas lessons. A rubric will be provided for each assignment.

Quizzes: There will be an online quiz for each topic covered based upon the readings posted in Canvas. 10 points possible per quiz.

Current Event Report: Students are expected to report on current events relating to media management through finding and discussing a relevant example, covered in the news, about the topic discussed in each lesson. 10 points possible per each current event report.

Case Study: Each lesson includes a hypothetical case study. Students are expected to respond to the specific prompts of the case study in an analytic approach. 25 points possible per each case study.

Crisis Management Project: Each student will analyze a current society crisis and an organization impacted by the crisis with relevant detail about how that organization responded to the crisis. 45 points possible.

Creating Content Project: Each student will select a newly launched product from a relevant medium and will analyze the product launch via content learned in this course. 70 points possible for the creating content project.

Epic Final: As a culminating project in this course, students will complete an interview project. 70 points possible for the Epic Final.

Evaluation Opportunities: Grades based upon total points. Points are not rounded-up	Points	#	Total Possible
Quiz based upon the Lesson's readings	10	7	70
Current event	10	7	70
Case study	25	7	175
Crisis Management project	45	1	45
Creating content project	70	1	70
Epic Final	70	1	70
Total:			500

Grade Range:			
A	450	500	Promoted
B	400	449	Got a Raise
C	350	399	Kept Job
D	300	349	Fired
F	Below	299	



Course Policies

Skills for Online Class: As you are registered for an online course, it is assumed that you have the basic computer skills necessary for participating in and completing a class online. Familiarity with your computer, its programs, and its operating system will help you succeed as an online student. Within our Canvas site, students must be able to send messages to their instructor, upload attachments, post assignments, communicate with other students, and navigate the course site. Your instructor should not be relied upon as a technical tutor for the course. Motivation and organization are necessary skills required for online learning. Students must organize themselves for every aspect of class, including submitting assignments by the indicated deadlines and scheduling and taking tests within the designated time frames. Although online learning provides a flexible modality of study, the rules for successful completion are rigid. Therefore, accommodations cannot be made when students deviate from the deadline expectations as stated on the course site.

Participation: This course will use a variety of teaching and learning methods, and most rely on active and prepared participation from all of us. When participating online, be ENGAGED with the elements of each lesson. While you are engaged with the course turn off your cell phones, use your computer for coursework only, don't be tempted by game-playing, email, texting, browsing or chatting.

Time: We will respect one another's time in this course. For each lesson, we will start and end on deadline. We will use our time fully and productively. **You should expect this course to require approximately 9-12 hours of time for each week of this course.**

Canvas: Students will be expected to have a working knowledge of Canvas and to regularly log into Canvas. Inability to use or have access to Canvas will compromise your success in this class.

Assignment Due Dates: Deadlines are firm and non-negotiable, as they would be in the professional world. All times listed are Central Time (CT). Clear deadlines are essential to the fair treatment of students who do complete assignments on time. Assignments are happily accepted early. All course elements are to be submitted via Canvas.

Tech Problems: Technical issues are not considered valid excuses for handing in late work. Canvas can be accessed from any computer with Internet access. If you experience technical problems on your home computer, you have the option of using a colleague's or family member's computer, a public library, etc. It is also your responsibility to be certain assignments are submitted properly and received by your instructor.

Special Needs or Accommodation: Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu. Please email me privately regarding any course adaptation or accommodations you may require.

Technical Skills and Requirements: The software and hardware requirements for this course are consistent with what is available on your university computer. Participants are required to have access to and working knowledge of a computer with dependable Internet access. A good wireless connection is sufficient for most of the learning activities; however, a high-speed cable Internet connection may be necessary for some video or other multimedia.

Academic Integrity: Students are expected to be honest in all academic work. A student's placement of his or her name on any academic exercise shall be regarded as assurance that the work is the result of the student's own thought, effort, and study. Students who have questions regarding issues of academic dishonesty should refer to the University regulation that outlines unacceptable behaviors in academic matters. It is the student and faculty's responsibility to uphold the principles of Academic Integrity. Academic Integrity is an important part of this University and this course. Academic Integrity is required of you the student and myself as the instructor. Academic Integrity should be used in preparation of this course, in class time, regarding exams, and with regard to written assignments. In certain circumstances (such as cheating or plagiarism) faculty may be required to refer a student(s) to Community Rights & Responsibilities for a violation of Illinois State University's Code of Student Conduct. (Quoted from "Community Rights and Responsibilities at Illinois State University".)

Also, please note this particular ISU policy. "Inappropriate use of resources includes any use of ISU Information Technology Resources and Systems that violates state or federal law [such as sharing or selling intellectual property created by faculty members, e.g. notes, assignments, assessments, that are made available to them through enrollment in an online course], University policies or procedures, or interferes with the University mission."

Participants should have the some of the following software installed on the primary computer used for the course:

1. **MS Word.** You can purchase a "home" copy of Microsoft Office from TechZone in the Bone Student Center.
2. A program that lets you read and save PDF versions of documents such as **Microsoft Save as PDF or Adobe Reader.**
3. **Quicktime.** Quicktime is a free program that allows you to listen to audio files or watch video files. You can download Quicktime from the [Quicktime Download Page](#).
4. **Adobe Flash Player.** You download the free Flash Player from the [Flash Player Download Page](#).
5. **Java.** This should also be part of the standard install on your departmental machine, and is likely also installed on your personal computer. You can check for the latest update at the [Java Download Page](#).
6. **Firefox** (for Windows). Firefox is a free browser and can be downloaded from the [Firefox Download Page](#).
7. **Safari** (for Mac). Safari is a free web browser and can be downloaded from the [Safari Download Page](#).

If you need assistance installing software on a departmental machine, please contact your local (departmental or college) tech support person. If you need assistance installing software on a personal computer, you should contact the [Illinois State University Computer Help Desk](#) (309.438.HELP, 7:30AM – Midnight, 7 days a week).

Netiquette

We agree to interact in a positive, cooperative and supportive manner and display respect for the privacy and rights of others. All course communication should be conducted in Standard American English to ensure understanding among diverse participants.

Study Tips

Though study of management can be a formidable subject, you may find this course to be compelling, interesting and valuable towards achieving your future goals. Purposeful study and critical thinking are more important than mere memorization of facts in this course. Here are some suggestions you might consider:

As you study the assigned readings prior to the class make notes as you read. Think about how you might use the information you've read to complete the lesson assignment.



Consider forming an informal study group with two or three other members of the class (you can find your fellow classmates through "roster" on our Canvas site. Support and challenge one another as you read, study and discuss.

Core Values

- o Deep learning is not passive, it is not easy, and it is not accidental.
- o We will purposefully welcome and encourage the consideration and discussion of conflicting ideas without rudeness.
- o We will celebrate our different ways of being, learning, and living without judgment or ridicule.
- o We will regularly consider the impact of becoming a civically engaged citizen.
- o We will interact with one another with grace and civility, recognizing each person's unique value and accomplishments.
- o We will recognize enterprise and creativity, but will also value silence and critical reflection.
- o We will remember that humor connects us, person to person, and brings out our authentic self.

Note for Media Majors

Portfolio Artifacts--One of the culminating experiences of a mass media degree is the completion of COM 396 Mass Media Capstone, a course that includes the preparation of a personal portfolio to organize and showcase your abilities. I encourage you to retain items from this class for inclusion as portfolio artifacts. Beyond the Capstone class, your portfolio may also prove a valuable tool as you seek entry into a graduate program or employment in your areas of specialization.

Note: This syllabus may be amended at any time. Changes will be confirmed in writing.

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MEDIA MANAGEMENT -- COM 364 SPRING 2024 -- LESSONS AND DUE DATES

Lesson 1: Introduction & The Media Industry (DUE THURSDAY JANUARY 18, 11:55PM, CENTRAL TIME ZONE)

- Complete the on-line lesson on how to succeed in an online course
- Know the course syllabus and performance expectations
- Read and explore the video, materials, and links to get an understanding about the Industry

Lesson 2: Finance (DUE THURSDAY JANUARY 25, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

Lesson 3: HR (Human Resources) (DUE THURSDAY FEBRUARY 1, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

Lesson 4: Market Research (DUE THURSDAY FEBRUARY 8, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

Lesson 5: Brand Management (DUE THURSDAY FEBRUARY 15, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

A week off to work on Creating Content Project (NOTHING DUE FEBRUARY 22)

Creating Content Project (DUE THURSDAY FEBRUARY 29, 11:55PM)

- Read the project details via Canvas and submit online
- **Assignment: Creating Content (70 points)**

➤ **Mid-Way Late Work** DUE THURSDAY MARCH 7, 11:55PM for 50% credit / **SPRING BREAK MARCH 11-16**

Lesson 6: Sales & Marketing (DUE THURSDAY MARCH 21, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

Lesson 7: Leadership (DUE THURSDAY MARCH 28, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

Lesson 8: Crisis Management (DUE THURSDAY APRIL 4, 11:55PM)

- Complete the online lesson (no quiz)
- **Crisis Management Assignment (45 points)**

Lesson 9: Strategic Planning (DUE THURSDAY APRIL 11, 11:55PM)

- Complete the online lesson and read linked materials and then **take quiz (10 points)**
- **Two-part Assignment: Current event (10 points) and case study (25 points)**

A week off to work on Epic Final Project (NOTHING DUE APRIL 18)

Epic Final Project (DUE THURSDAY APRIL 25, 11:55PM)

- Read the project details via Canvas and submit online
- **Assignment: Epic Final Project (70 points)**

➤ **Second Half Late Work** DUE THURSDAY MAY 2, 11:55PM for 50% credit

NOTE: NO FINAL EXAM, NO WORK DUE DURING FINALS WEEK