

**Media Management COM 492**  
**Course Syllabus - Spring Semester 2006**

T Th 12:30-1:45 134 LH

**Instructor:** Bill Bolduc 230 Leutze, 962-7012, [bolducw@uncw.edu](mailto:bolducw@uncw.edu), <http://people.uncw.edu/bolducw>

**Required text:** Electronic Media: Then, Now and Later, Medoff and Kaye

**Objectives: Media Management** is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the electronic media industries in the United States in the early 21<sup>st</sup> century. The course will be valuable as a part of career preparation for students interested in working in broadcasting and related industries such as advertising, media sales and public relations. For students with other career interests, this course will provide a firm foundation for understanding how the electronic media industries operate. Upon completion of this course students should demonstrate, through class discussions and exams, an enriched understanding of:

- The organizational and economic structures of the major electronic media industries.
- Programming methods and strategies used in media industries.
- The purposes and activities of most aspects of media organizations including advertising, production and programming.
- Controversies and issues affecting electronic media organizations.
- Convergence, new technologies, and their impact on the electronic media landscape.
- The fundamental history of U.S. electronic media.
- Legal, ethical and other regulatory challenges facing the electronic media.

**Course Materials and Readings.** Because this course will involve substantial group work and include a number of guest speakers, students must be diligent in completing reading assignments independently. In addition to the assigned chapters in the text, a number of current articles will be distributed, usually via email. (Some may be posted on the web.)

**Attendance.** You are expected to attend all class meetings. A majority of the content of this class will be communicated through lectures and discussions, and students choosing to attend class will have a significant advantage during examinations. Each student will be granted two absences. Each additional absence will result in a half-letter grade deduction in the final course grade. Two times arriving late equal one absence.

**Contribution.** The greatest potential for learning to take place is when many ideas are exchanged, challenged and intelligently debated. As such, student contribution carries an extremely important responsibility in this course.

Tips for successful class contribution:

- Ask thoughtful questions of the instructor and other students.
- Articulate alternative points of view to opinions expressed in class.
- Make connections between course material and situations outside the classroom.
- Make sure contributions relate to the topic at hand.
- "Show and Tell" – bring artifacts to class, information or issues that tie in with topics introduced in the course.
- Refute or support course readings in a thoughtful, articulate way.
- For course readings, keep a note card handy to jot down questions or issues that arise. Report those issues to the class when appropriate.

Many of the topics discussed in this class are controversial in nature. While class discussion is most beneficial when it is open and uninhibited, it must also be constructive and respectful. Students

are expected to engage in intelligent and respectful debate on the subjects addressed in this course.

***Evaluation and expectations.*** Exams and written assignments will be the primary methods used to evaluate student progress in the course.

**EXAMS.** Two 100-point exams will be given. No make-up exams will be given without appropriate prior approval. Students are responsible for all course content, including: lectures, discussions, assigned readings, videotapes, and guest speakers. Exams may include a mix of item types, including: essay, short answer, multiple choice, matching and true/false questions.

**PROJECTS, WRITING ASSIGNMENTS.** A variety of assignments will be completed on a variety of topics such as on-line research about specific industries or electronic media outlets, content analysis of programming or investigation of key issues. When appropriate, class presentations will be required.

1. Media Article Summary – Students will select or be assigned a pertinent and current article regarding some issue relating to the electronic media Internet. Students will summarize the article in bullet point fashion and present their findings to the class.
2. Radio Content Analysis Project – Groups of three students will select a station and content analyze three separate hours of the station's program schedule. Results will be reported in a written paper and to the class in a formal presentation.
3. Television Program Development Project – Groups of two students will design and propose a public service television program for public access or educational access television transmission. The program must be half an hour in length, combine studio and field production elements and must serve some "public good" beyond vanity.
4. Student Radio/Student TV Management Evaluation Project.
  - a. The class will be split into three groups, one each to research and analyze the history, current status and future potential for student presence in the media including student radio, student television and student Internet.
  - b. Project will culminate with a formal presentation and written report.

**QUIZZES.** Quizzes may be given periodically to measure student completion and understanding of assigned readings.

\*Number and value of assignments may vary.

**Grade scale.** Final grades will be determined on a ten-point scale based on a percentage of total possible points and includes plus/minus grades as follows: A =91.1-100%, A-=90-91%, B+=89%, B=81.1-89%, B-=80-81%, C+=79%, C=71-79%, C-=70-71%, D+=69%, D=61-69%, D-=60-61%, F<60%.

**Professor responsibilities.** To assure that students have the greatest possibility to succeed, I will endeavor to provide students with: 1) clear, organized lectures and presentation materials, 2) the opportunity to ask questions and seek clarification, 3) clear, unambiguous instructions and evaluation criteria, 4) a reasonable amount of time to complete and/or prepare for evaluation elements (pop quizzes excepted), 5) preparative materials when appropriate (e.g., test review and detailed assignment documents), 6) detailed and constructive feedback toward the goal of improving future efforts, and 7) advice and guidance during the preparation of long-term projects.

**Student responsibilities.** Students are expected to: 1) attend all class meetings, 2) be prepared to contribute by having read the assigned text prior to the corresponding class period, 3) actively participate in class discussions and offer constructive criticism of and comment on peer work, when appropriate, 4) respect fellow class members at all times, 5) be assertive and empowered in their learning experience - ask questions, seek clarification, identify unique learning opportunities), and submit assignments on time, 6) maintain an active email account and check email regularly.

**Questions about the course.** If, at any time during the semester, you have *any questions* about the course or your performance in it, you are encouraged to contact me outside of class. You may visit my office during posted office hours, call my office, send an email message, or leave a note in my mailbox in Leutze Hall.

**University Statement on Academic Expectations.** *In choosing UNCW, you have become part of our community of scholars. We recognize that the UNCW learning experience is challenging and requires hard work. It also requires a commitment to make time available to do that hard work. The university expects you to make academics your highest priority by dedicating your time and energy to training your mind and acquiring knowledge. Academic success in critical thinking and problem solving prepares you for the changes and challenges you will encounter in the future. Our faculty and academic support resources are readily available as partners in this effort, but the primary responsibility for learning is yours.*

**Academic Honor Code.** *"The University of North Carolina Wilmington is committed to the proposition that the pursuit of truth requires the presence of honesty among all involved. It is therefore this institution's stated policy that no form of dishonesty among its faculty or students will be tolerated." (See Student Handbook and Code of Student Life for the entire policy, details, and punishment.)*

**Housekeeping policy.** **Recycle your plastic bottles and aluminum cans in containers located in the hallway.** Classrooms should be kept clean and free of trash, drink containers, chewing gum and food waste at all times. Eating and drinking in a classroom is a conditional privilege that requires individual responsibility.

**Notes for current or future Communication Studies majors:**

**Portfolio Artifacts** One of the culminating experiences of a communication studies degree is the completion of COM 490 *Discipline Capstone*, a course that may include the preparation of a personal portfolio to organize and showcase your abilities. I encourage you to retain items from this class, whether produced independently or in groups, for inclusion as portfolio artifacts. Beyond the *Capstone* class, your portfolio may prove a valuable tool as you seek entry into a graduate program or employment in your areas of specialization.

**Course Completion and Gateway Requirements** Classes typically coded "COM Majors ONLY" may occasionally be opened to PCOM majors or all students. This may most commonly occur during summer terms. Please be aware, however, that to become a full-status COM major, you **MUST** complete the gateway courses (COM 105 and COM 200) **SUCCESSFULLY**, i.e., with a grade of "B" or higher in each. If you do **NOT** successfully complete those two courses, you cannot earn full COM major status, even if you complete one or more COM classes apart from the gateway courses.

*Media Management Spring 2006 Semester Schedule\**

	Topic	Assignment
Th. Jan. 12	Introduction to course; student information forms, class goals, requirements.	
Tue. Jan. 17	Review cards, review syllabus; Base groups	
Th. Jan 19	Electronic Media Trends	Chapter 1 plus on-line readings Chapter 9
Tue. Jan. 24	Electronic Media Economics	
Th. Jan 26	Advertising	Chapter 7 plus on-line readings
Tu. Jan. 31	Advertising; Audience measurement	Chapter 8
Th. Feb. 2	Audience Measurement	
Tu. Feb. 7	Project work day in class	
Th. Feb. 9	Internet: background, current status, community internet	Chapter 5 plus on-line readings
Tu. Feb. 14	Internet: background, current status, community internet	
Th. Feb. 16	Radio: regulation, current status	Chapter 2 plus on-line readings
Tu. Feb. 21	Radio: current status, programming; station organization and ownership	Chapter 10 pgs. 218-220, 226-232, 241-242, Chapter 6 pgs. 107-114
Th. Feb. 23	Radio: guest speaker	
Tu. Feb. 28	Catch-up, review	
<b>Th. Mar. 2</b>	<b>Exam 1</b>	
<b>Tu. Mar 7 &amp; Th. Mar. 9</b>	<b>Spring Break, no class</b>	
Tu. Mar. 14	TV: History and regulation	Chapter 3 plus on-line readings
Th. Mar. 16	TV: Programming and structure	Chapter 10 pgs. 221-223, 232-242 Chapter 6 pgs. 115-139
Tu. Mar. 21	TV: New technologies, contemporary regulation	
Th. Mar. 23	TV continued; News	
Tu. Mar. 28	TV: Guest speakers	
Th. Mar. 30	Cable & other delivery systems: economics, programming	Chapter 4 plus on-line readings
Tu. Apr. 4	Cable: Programming structure, technologies	Chapter 10 pgs. 242-243
Th. Apr. 6	Cable: PEG channels	Charter, on-line reading,
Tu. Apr. 11	Cable: Guest speakers	
Th. Apr. 13	No class, Easter holiday.	
Tu. Apr. 18	Group work	On-line readings
Th. Apr. 20	Presentations	
Tu. Apr. 25	LAST CLASS MEETING	
Th. Apr. 27	No class, Dr. Bolduc at Broadcast Education Assn. conference	
Th. May 4	<b>Final Exam; 11:30-2:30</b>	

\*Course schedule is tentative. Changes will be announced in class.