Course Description
Techniques and procedures used in commercial broadcast sales. Combines classroom instruction and professional examples. Prerequisite: Advanced Standing.

Time Requirements
MCM 409 “Broadcast Sales” (3 credits) is an elective course for Mass Media majors in the Radio/Television emphasis and the advertising/PR emphasis. Students receive instruction in a classroom setting. Typically meets twice each week (Tuesday/Thursday) in 75 minute segments each day and a 2 hour final examination session at the end of the semester where presentations are given by the students. Students have significant weekly reading assignments, are expected to take regular examinations, and prepare two sales presentations outside of class for presentation in class. These activities average 6 hours of work each week to prepare outside of classroom hours.

Program learning Outcomes
The following apply to the Mass Communication major. Some may be partially addressed in this course:

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

Student Learning Outcomes
The students in this course should develop a working knowledge and understanding of:

1. the role broadcast commercials play in marketing and advertising.
2. the process of selling in broadcasting both to local clients and national agencies.
3. the research tools needed for selling broadcast media.
4. Analyze and apply data relevant to advertising or public relations.
5. Demonstrate the application of media technology and terminology to develop advertising or public relations campaigns.
Students will prepare and present a sales presentation as a major assignment of the course. This assignment requires application of research data in the preparation of written and oral presentations.

Texts


**Recommended:** Shane, Ed. (1999). *Selling Electronic Media*. Focal Press

Other readings may be made available from current trade sources as the semester progresses.

The student is responsible for all information presented in the syllabus, the course lectures, announcements, D2L, etc. By remaining in the course, you acknowledge and accept the policies as stated here and as subsequently modified by the instructor who reserves the right to make modifications as needed to complete the course in a timely manner.

**Attendance and Due Dates**

The final grade may be affected by the attendance regulations. *As this is a course designed to prepare the student for a profession, professional standards are applied.* Just as an employee is expected to be on time and at the assigned work place, so too is the student in this course. Missed tests, quizzes, late homework and presentations will earn the student a failing grade for those assignments. Should severe illness strike or other legitimate (university sanctioned) excuse become the case, notify the instructor **IN ADVANCE** of the absence in an effort to obtain approval. The instructor reserves the right to not accept an excuse. For regular class meetings where no graded assignment or activity is due on the 3rd, 4th, 5th, and 6th unexcused absence the final course grade will be reduced by 5% for each absence. On the 7th unexcused absence, the student will receive a grade of F for the course.

**Grading**

Objectives will be met through lecture, small group, outside assignments, guest speakers from broadcast sales organizations and role play via student sales presentations made from client prospects.

All assignments are to be printed—not hand written (that includes spell checked, etc.) And are due **IN CLASS** on the due date. Any assignment turned in late, on non-white paper or done in a department lab will not be accepted and will not be given credit.
Students are responsible for all material in the course present or not, in the text book, and including guest speakers, videos, lectures, on line, etc.

For students in the course the final grade will be distributed:
50 %   Exams and Quizzes
50 %   Assignments, presentations & participation

When a broadcast account executive is in front of a client in any part of the sales process, that individual must “think on their feet” and draw from experience. The account executive (AE) must recall knowledge and provide an appropriate response based upon an accurate analysis of the situation at hand. What makes broadcast sales challenging is the unique situation faced with each client. The graded assignments in this course are designed to expose the students to as many different situations as possible and to make the experiences as realistic as practicable.

Exam dates will be announced as far in advance as practicable. Generally, two exams during the semester test mastery of the terminology, concepts, principles and tools used in broadcast sales. Sources for exam questions will encompass the textbook, lectures, visuals presented in class, handouts, guest speakers, and other assigned materials. Portions of each exam will also include situational applications where the student has to apply knowledge to situations presented.

The two major assignments in this course are 2 sales presentations. The first assignment mirrors the prospecting process typically undertaken by a beginning AE. The student will contact a perspective client, develop a media plan, and make both an oral and written presentation. Experienced professionals may be brought in to role play and provide feedback for the oral presentation. Each part of the process will receive a grade and when completed, the average of the grades will comprise 25% of the final grade. The second assignment covers the process of presenting to a major advertising agency and will consist of both a written and oral presentation. The written and oral presentations for the second presentation will be averaged to determine the remaining 25% of the final grade. Should the instructor find it necessary to add assignments to enhance learning, they will be factored into this portion of the grade at an appropriate weight. Assignments will be accepted on white paper only so do not use the labs in the building!

Academic Integrity (4.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of
another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

If there is a reason to suspect you have been academically dishonest, the instructor will contact you and present the evidence and describe the procedure. If you are guilty you will receive an F for the entire course.

**Students with Disabilities**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/

Students with disabilities should meet with the instructor prior to January 24 to discuss any expected accommodation.

**Withheld Grades Semester Grades Policy (A-54)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Acceptable Student Behavior**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
The instructor does not tolerate:

Lateness. The student is expected to be in a seat, ready to take notes and side conversations stopped by the start of class time. **Arriving late or leaving early will also count as an absence as it is disruptive to the learning environment so be ready to take notes at the start of class and take care of bathroom and trash disposal before or after class.**

Laptop or tablet use is allowed ONLY for those needing special ADA accommodation. There is ample research showing reduction in retention of lecture material and poor learning (Fried, 2008; Hembroke & Gay, 2003; Sana, Weston & Cepeda, 2013). Using computers or tablets for non-class activities or talking with classmates is not full attendance and is a distraction for those around that user.

Distractions by other electronic devices. Cell phones & other electronic devices must be off during class and lab. Phones ringing, students texting etc. is disruptive to the attention of the student, other students and the instructor and will count as an absence (and if behavior persists the student will be made to leave class). Vibrate settings and text messaging will not be tolerated.

Recording of any portion of any class/lecture without the instructor’s permission is prohibited.

Department Policy prohibits food or drink in classrooms. The instructor will allow bottled water with a cap only—and only in class but not labs.

Sleeping in class will also count as an absence.
**Course Schedule**

The schedule is tentative based upon course enrollment, availability of guest speakers and how rapidly students grasp the material presented.

<table>
<thead>
<tr>
<th>DATE</th>
<th>Topic or Activity</th>
<th>Due /</th>
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<tbody>
<tr>
<td>Jan. 22</td>
<td>Intros</td>
<td>Warner Chapter</td>
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<tr>
<td>Jan. 24</td>
<td>How not to do it/Traffic</td>
<td>1</td>
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<td>Jan. 29</td>
<td>Organization &amp; management of Sales Dept</td>
<td>2</td>
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<td>Jan. 31</td>
<td>Compensation options for Account Executives</td>
<td>14</td>
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<td>Feb  5</td>
<td>Getting started in sales /Marketing basics</td>
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<td>Feb.  7</td>
<td>Role of advertising in marketing</td>
<td>15</td>
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<td>Feb 12</td>
<td>Prospecting/ The process of selling</td>
<td>4 &amp; 6</td>
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<td>Feb 14</td>
<td>Developmental selling/Needs assessment</td>
<td>7</td>
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<td>Feb 19</td>
<td>Skill development / Ethics</td>
<td>3 &amp; 5</td>
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<td>Feb 21</td>
<td>Co-op/ Personal techniques</td>
<td>9 &amp; Prospecting form</td>
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<td>Feb 26</td>
<td>Research tools CPM &amp; CPP</td>
<td>24, 17</td>
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<td>Feb 28</td>
<td>Planning the presentation/review</td>
<td>8, 10</td>
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<td>Mar. 5</td>
<td>Exam 1</td>
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<td>Mar. 7</td>
<td>TBA</td>
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<td>Mar. 12</td>
<td>TV Ratings &amp; terms/ Cable selling</td>
<td>18, 22, 23, 25, 26</td>
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<td>Mar 14</td>
<td>Selling against other media</td>
<td>16, 19, 21</td>
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<td>Mar 26</td>
<td>Radio Ratings &amp; terms/TV Ratings</td>
<td>20</td>
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<td>March 27- W</td>
<td>Last day to drop</td>
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<td>Mar 28</td>
<td>Research and targeting</td>
<td>11,13</td>
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<td>Apr  2</td>
<td>Trends in Sales &amp; Promotion/Ancillary serv.</td>
<td>12</td>
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<td>Apr  4</td>
<td>Rate cards/selling more than one station</td>
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<td>April 9, 11 &amp; 16</td>
<td>Local Presentations</td>
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<td>April 18</td>
<td>Easter Break</td>
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<td>April 23</td>
<td>Political &amp; legal issues/</td>
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<td>April 25</td>
<td>The station rep/PI/upfront buying</td>
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<td>April 30</td>
<td>Ad agencies / review</td>
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<tr>
<td>May  2</td>
<td>Exam 2</td>
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<tr>
<td>May  7</td>
<td>Agency presenting &amp;</td>
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<tr>
<td>May  9</td>
<td>Final (agency) Presentations</td>
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<tr>
<td>May 16 10:30 AM</td>
<td>Conclude Final (agency) Presentations</td>
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