Media Sales - MCOM 5325.500
Semester: Fall 2020 Online Course

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Office Hours: M, W & F 11-11:50 AM
TR 1:00-1:50 PM Other times by appointment

Due to covid, offices are not currently accessible. Email ahead to obtain an alternative contact method

**COURSE BULLETIN DESCRIPTION:**
Techniques and procedures used in commercial media sales. Professional examples will be integrated with classroom instruction.

**PROGRAM LEARNING OUTCOMES (PLOs):**
1. Students completing the M.A. in Mass Communication will demonstrate a comprehension of theories central to the mass communication discipline.
2. Students completing the M.A. in Mass Communication will understand, design, and conduct research in mass communication.
3. Students completing the M.A. in Mass Communication will demonstrate knowledge of legal and ethical principles that guide media industry decisions.
4. Students completing the M.A. in Mass Communication will demonstrate knowledge of the historical context and societal implications of the media industry.
5. Students completing the M.A. in Mass Communication will demonstrate a comprehension of evolving trends in the media industry and learn to think critically about the media’s role in a global market.

**STUDENT LEARNING OUTCOMES (SLOs):**
SLO1. Students will demonstrate a comprehension of terminology used in the discipline through exams and presentations and will create effective media messages for broadcast and online release.
SLO2. Students will gain and demonstrate practical skills necessary for success as either a media seller or buyer.
SLO3. Student will demonstrate writing ability in line with expectations for Graduate level students.

**COURSE OBJECTIVES:**
This course covering media sales is designed to provide the student with a working knowledge and understanding of:
1. The role advertisements in media play in marketing.
2. The process of selling in media both to local clients and national agencies.
3. The research tools needed for selling media.
4. The terminology associated with media selling.
5. Basic principles and practices of media sales management.
**ACADEMIC INTEGRITY:**
Students in this class are expected to read and abide by the university policy on academic integrity. If a student is found in violation of this policy, he/she will be subject to receiving a failing grade for this course, and the violation will be reported to the proper university authorities.

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](http://www.sfasu.edu/policies/academic_integrity.asp)

**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 granted a WH 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.

**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, 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/. The student should meet with the instructor by the end of the first week to discuss the accommodation.

**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 D-34.1). 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 (log in at least weekly to the course) or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**Attendance:** While this is an on-line course, the student is still expected to log in regularly (at least many times per week as a bare minimum) and participate. If a student has a legitimate reason to not participate for a brief period of time notify the instructor **IN ADVANCE** of the absence in an effort to obtain approval. The instructor reserves the right to not accept or approve an excuse.

**Class Participation/ Online Discussions**
Participation is an **essential** part of this course. All students are expected to be prepared to weigh in on the topic being discussed. This includes being able to cite the readings or additional articles/chapter and provide **critical analysis**. For some discussions a student may be assigned to be the class discussion leader and will be responsible for prepping a discussion. Responses will be submitted under D2L Discussions tool and should be between 300-500 words. Responses should be well written, methodical, and particular attention should be paid to grammar, spelling, and punctuation. NOTE: This feature in D2L has a spell check and past experience has shown this is not used enough--you have it thus USE IT please or compose in word, spell and grammar check then paste into D2L. Students are **expected to read all posts and post a response to the posting of at least one other classmate each assignment.** While all students are encouraged to participate in the discussions and respond, no matter how brief, a 100 word minimum response to a classmate’s post will be required to count towards the grade.

**GRADING:**

- Discussions **20%**
- Exam 1 **20%**
- Exam 2 **20%**
- Media Plan Presentation **40%**

Timeliness is **ESSENTIAL** within the media! Projects will be accepted the day they are due or before. **NO ASSIGNMENTS WILL BE ACCEPTED AFTER DUE DATE DEADLINE** unless pre-approved by instructor.

**NOTE:** This semester, the Texas Association of Broadcasters is investing their funds to provide an additional course resource—the P1 Broadcast Sales and Marketing short course for those in this course at SFA. Successful completion will result in the student being issued a Certification of Completion for your resume! When completed, you should write the TAB a letter of thanks for them investing in you personally!

**REQUIRED TEXT:**
A few other recommended resources:

Nielsen Media Research
 Broadcasting & Cable
  Ad Age
  Wall Street Journal
  NAB Smartbrief
  Radio INK
  Editor & Publisher

OTHER READINGS AND MATERIAL WILL BE ASSIGNED THROUGHOUT THE SEMESTER.

EVALUATION OF ASSIGNMENTS  A = Excellent
This work demonstrates comprehensive and solid understanding of course material, and presents thoughtful interpretations, well-focused and original insights, and well-reasoned commentary and analysis. Includes skillful use of source materials, illuminating examples and illustrations, and fluent verbal/written expression. “A” work is coherent, thorough, and shows some creative flair. An “A” signifies mastery.

B = Good
Most work tends to fall in this category. This work demonstrates a complete and accurate understanding of course material, presenting a reasonable degree of insight and a broad level of analysis. Work reflects competence, but stays at a general or predictable level of understanding. Source material, along with examples and illustrations, are used appropriately and articulation/writing is clear. “B” work is reasonable, clear, appropriate, and complete. A “B” signifies full proficiency.

C = Adequate/Fair
This work demonstrates understanding that covers most of the basics but which remains incomplete, superficial, or expresses some important errors or weaknesses. Source material maybe used inadequately or somewhat inappropriately. The work may lack concrete, specific examples and illustrations, and articulation/writing may be vague or somewhat hard to follow. A “C” signifies basic proficiency.

D = Unsatisfactory
This work may be “in the ballpark,” so to speak, but it demonstrates a serious lack of understanding, and fails to demonstrate many rudimentary elements of the course assignment. Sources may be used inappropriately or not at all. The work may be inarticulate or extremely difficult to read. A “D” signifies conscientious lack of proficiency.

F = Failed
Work is somehow worse than a D. An “F” signifies extreme lack of proficiency and/or flagrant disregard for the course material and the standards of the assignment. Please note that assignments not completed will receive a zero (0), which is considerably lower than an F in terms of percentage.

Plus (+) or minus (-) grades indicate your range within the aforementioned grades. In other words, B+ means very good
Here is the tentative course calendar which may be subject to adjustment

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Aug. 24</th>
<th>Topics</th>
<th>Assignment</th>
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</table>
| Getting Started | | • Course Syllabus  
• Course Introduction  
• Course Objectives  
• Course Calendar  
• Weekly Discussions Elaboration | Week 1 discussion-not graded |

<table>
<thead>
<tr>
<th>Week 2</th>
<th>Aug 31</th>
<th>Module 1</th>
<th>Topics</th>
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</table>
| What Is Media Sales? | | • Module 1: Introduction  
• Read Chapter 1 – The Marketing/Media Ecology  
• Read Chapter 2 – Selling: Assumption, Approaches, and Types of Selling  
• Media sales: What is it and why should you consider a career in it?  
• Advertising sales job description  
• Digital Marketing Services Acct. Exec. (Job Description)  
• Advertising Account Executive (Job Description)  
• Media Planner (Job Description) | Week 2 Discussion  
P1  
I'm not a sales person Pt. 1  
Welcome to the industry  
What we do for a living  
What will your boss want from you?. Pt 1 & 2 |

| Week 3–Sept. 7 | Module 1 | • Read Chapter 3 – Sales Ethics  
• Read Chapter 14 – Business and Finance  
• IAB Code-of-Ethics  
• Ethical Practices in Sales & Marketing  
• Module 1: Conclusion | Week 3 Discussion  
P1  
The Word of Mouth Business  
The Branding Process  
The Sales Cycle  
Account Management  
6X6 - Different Buyers, Different Needs  
7 Stage Business Outlook Index |

| Week 4–Sept. 14 | Module 2 | • Module 2: Introduction  
• Read Chapter 17 – Advertising  
• Read Chapter 23 – Media Comparisons  
• What is CPM (Video)  
• Cross Channel Media Costs Comparison CPM Basis  
• The Cost of Advertising Nationally Broken Down by Medium | Week 4 Discussion  
P1  
Know Your Competition (Part 1 & Part 2)  
Broadcast Media in a Digital World: Part 1, 2 & 3 |

| Week 5–Sept. 21 | Module 2 | • Read Chapter 18 – Television  
• Read Chapter 21 - Radio  
• What are Nielsen Ratings? (Video) | Week 5 Discussion  
P1  
TMA: Too Many Acronyms (Radio)  
TMA: Too Many Acronyms (TV - Part 1 & 2)  
Understanding Radio Formats  
Understanding Television Formats |
<table>
<thead>
<tr>
<th>Week 6 — Sep. 28</th>
<th>Module 2</th>
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<td>Read Chapter 19 – Newspapers</td>
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<td>Read Chapter 23 – Magazine</td>
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<td>Read Chapter 20 – The Internet</td>
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<td><em>How to Sell Magazine Advertisements</em></td>
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<td>Module 2: Conclusion</td>
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<td>Week 7 — Oct 5</td>
<td>Getting to know your audience...</td>
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<td>Module 3</td>
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<td>Read Chapter 16 – Media Research</td>
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<td><em>How to Identify Target Audiences</em></td>
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<td>Test Review</td>
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<td>Week 9 — Oct 19</td>
<td>Setting prices &amp; placing values</td>
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<td>Module 4</td>
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<td><em>MODULE 4: INTRODUCTION</em></td>
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<td>Read Chapter 8 – Skills: Influence and Creating Value</td>
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<td>Read Chapter 9 – Skills: Prospecting and Identifying Problems</td>
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<td><em>Creating value</em></td>
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<td><em>Rory Sutherland: Life lessons from an Ad Man</em></td>
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<td>Week 10 — Oct 26</td>
<td>Module 4</td>
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<td>Read Chapter 10 – Skills: Generating Solutions, Proposals, and Presentations</td>
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<td>Read Chapter 11 – Skills: Presenting</td>
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<td><em>5 Strategic Media Planning Steps</em></td>
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<td>Read Chapter 12 – Skills: Negotiating and Closing</td>
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<td>Read Chapter 13 - Servicing</td>
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*Week 6 Discussion*

P1

Time Management Programming and Sales

*Week 7 Discussion*

P1

Without a Need You Can't Proceed
Prospecting
Setting the Appointment
Preparing for the First Appointment
Conducting the Needs Assessment
The Assignment

*Mid-Term Exam*

*Week 9 Discussion*

P1

The Traditional Marketing Model
Digital Media Value Chain
Managing Expectations & Emotions
The Presentation
Service & Renewal
10 tips to get the renewal
I’m not a Salesperson-or am I Part 2
The Nordstrom Approach

*Week 10 Discussion*

P1

Bonus content as needed

*Week 11 Discussion*

*Week 12 Discussion*
<table>
<thead>
<tr>
<th>Week 13—Nov 16</th>
<th>Module 5</th>
<th>Work on Media Plan</th>
</tr>
</thead>
</table>
| Week 14—Nov 30 | Module 5 | • Review for test  
• Work on Media Plan |
| Week 15 Dec. 7 | Module 5 | Present Media Plan and view/comment on others |

**Media Plan Presentations**

*Week 13 Discussion*