
COURSE DESCRIPTION: An examination of the management principles and practices in the broadcasting and media industry. Examines the theoretical, legal, financial and technical aspects of broadcast stations and media systems.

COURSE SYNOPSIS:

MCOM 4360.001 Media Management (3 credits) meets two times a week (Tuesday/Thursday) in 75-minute segments plus a 2-hour final examination for 16-weeks. The course contains an examination of the management principles and practices in the broadcasting and media industry in a face-to-face lecture course. Each class meeting students are expected to be abreast of current events to discuss the role of the media. Students will have 4 written fill-in-the-blank exams throughout the semester along with a term paper and case studies assignments These activities average a minimum of 2-4 hours of outside-of-class reading and prep each week.

PROGRAM LEARNING OUTCOMES (PLOs):

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 (SLOs):

SLO1- Gain a basic understanding of the operations and management needs for the media.
SLO2- Understand the main theories of management and the pragmatic aspects of each.
SLO3- Comprehend the human relations aspect of managing people.
SLO4- Examine the challenges of functioning as a media manager in an environment that involves legal, ethical and technological challenges.
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.

SFA's new Code of Conduct and Academic Integrity is already in effect and will impact how we proceed with students who commit plagiarism, cheat, or commit other forms of academic misconduct. Faculty are now required per policy to report students any time a grade is reduced as a result of academic dishonesty. (see https://www.sfasu.edu/docs/policies/10.4.pdf) The new code also contains sanctioning guidelines to ensure instructor-imposed consequences align with infractions.

Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.

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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

STUDENTS WITH DISABILITIES (6.1):
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/.
MENTAL HEALTH:
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of East College and Raguet)
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

ATTENDANCE: You are expected to attend every class.

The use of cell phones for any reason other than class participation will not be tolerated.

COURSE REQUIREMENTS:

GRADING:

EXAMS: During this course you will take four tests designed to evaluate your understanding of the material. Tests will not be cumulative but rather will test material covered in sections. There will be no make-up exam without a university-approved, documented excuse. If you miss an exam, it is your responsibility to contact me within one day of the missed exam to initiate a discussion of if and when you will be allowed to take a make-up exam.
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Exams: 4 @ 100 points each
Term Paper – 100 points
Case Studies: 4 @ 25 points each

Grade Scale:
600-540 = A
539-480 = B
479-420 = C
419-390 = D
Below 389 = F

It is your responsibility to keep up with your grades and to calculate your current average for your own knowledge.
Dates may change at the discretion of the instructor. Should a date change be required, it will be announced via BRIGHTSPACE & class.

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<thead>
<tr>
<th>Week</th>
<th>Topic or Activity</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>08/29 – 08/31</td>
<td>Introduction &amp; Overview of Media Management Levels of Management</td>
<td>Chapter 1</td>
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<td>09/05 – 09/07</td>
<td>Functions of Management Theories of Management</td>
<td>Chapter 4</td>
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<td>09/12 – 09/14</td>
<td>Modern Approaches of Management</td>
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<td>09/19 – 09/21</td>
<td>Skill Development Ethics</td>
<td>Chapter 3</td>
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<td>09/26 – 09/28</td>
<td>Exam #1</td>
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<td>10/03 – 10/05</td>
<td>Managing Personnel Marketing</td>
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<td>Chapter 9</td>
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<td>10/10 – 10/12</td>
<td>Financial Management Mergers &amp; Partnerships</td>
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<td>Chapter 2</td>
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<td>10/17 – 10/19</td>
<td>Exam #2</td>
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<td>10/24 – 10/26</td>
<td>Media Content Rating &amp; Terms</td>
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<td>Chapter 7</td>
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<td>10/31 – 11/02</td>
<td>Research Tools Organization &amp; Management of Sales Department</td>
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<td>Compensation Options for Account Executives</td>
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<td>11/07 – 11/09</td>
<td>Station Rep/Upfront Buying/Rate Cards Selling more than One Station</td>
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<td>11/14 – 11/16</td>
<td>Exam #3</td>
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<td>11/21 – 11/23</td>
<td>THANKSGIVING</td>
<td>Chapter 11</td>
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<td>Chapter 10</td>
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<td>12/05 – 12/07</td>
<td>Social Media &amp; Technology Challenges Trends &amp; Personal Development</td>
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<td>Chapter 13</td>
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<td>12/06/22</td>
<td>Final Exam (Test #4) 10:30am-12:30pm</td>
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