AUDIENCE RESEARCH AND RATINGS ANALYSIS
RTD 305 – SPRING 2014

Course Information:

Class Meeting Time: Monday, Wednesday, Friday 10:00 AM – 10:50 AM   Communications 1046
Instructor: James Wall     Office: Comm 1050C   E-Mail: jwall@siu.edu
Office hours: MWF 9-10 AM, Mon 1-3 PM, TTH 9-9:30 AM, other times by appointment

Required Textbook:

Authors: Webster/Phalen/Lichty     Publisher: Routledge   ISBN: 978-0-415-52652-4 (paperback)
Specific sections will be assigned reading for certain class periods, and you should be prepared to discuss the
materials contained in the assigned chapter. Quizzes and tests will be based largely on the information in this
textbook. Do not expect to pass the class without reading this textbook. Additional topical readings and updates
may be posted on your Desire2Learn website and are considered assigned reading.

Course Description and Objectives:

RTD 305 lays the foundation of all future studies in the Media Industries specialization and serves as a
prerequisite for certain advanced courses. It is also equally valuable for RTD students in other specializations.
Media professionals rely heavily on research to make well-informed decisions about programming, news,
promotion, production, and sales. Students learn how audience research studies are designed, conducted,
analyzed and used in media management decision making.

The successful student will be able to:
1) Identify and understand the key concepts, terminology, and practices in audience research;
2) Recognize the role of research in the overall marketing effort of the electronic media;
3) Understand how to evaluate and interpret raw data;
4) Obtain proficiency in utilizing various audience research products for sales, programming, news, and
promotion decision making;
5) Understand basic research methodology;
6) Develop an understanding of the business of electronic media.

Course Structure, Grading, and Attendance Policy:

Classes will consist of lecture, readings, participatory class discussions, unit quizzes, assignments, and a
comprehensive final exam. There will be a series of chapter/unit quizzes that total 200 points, assignments that
total 100 points, and a comprehensive final exam worth 100 points. Attendance and participation will be worth
100 points.
There are a total of 500 possible points.
Chapter/Unit Quizzes - 40% of course grade 200 points
Assignments - 20% of course grade 100 points
Attendance and Participation - 20% of course grade 100 points
Final Exam - 20% of course grade 100 points

Grading Scale: A (90%) 450-500   B (80%) 400-449   C (70%) 350-399   D (60%) 300-349   F below 300
Expectations:

Successful students will attend class, read the assigned materials, complete all assignments in a timely manner, and actively participate in class discussions and exercises. Grading criteria of mechanics, substance, and style will be applied to written assignments. Exams, quizzes, and written assignments will be based on readings and on class discussion.

Chapter/Unit quizzes will be taken through your Desire 2 Learn website page. They will be available on dates announced in class. You will be allowed a single attempt and they are timed. Late submissions will not be accepted and will receive zero points.

Students are expected to attend all class periods for the entire period. Class attendance is required and roll will be taken at 10:00 AM sharp. Tardiness is counted as being absent. You will be allowed three (3) absences. More than three (3) absences will result in a reduction in attendance points, and may also result in a reduction in final grade at the discretion of the instructor. Past experience has shown that poor attendance is usually the primary reason for a lower grade. Assignments are due on or before the beginning of the class period on the specified date. Late assignments will not be accepted and will receive Zero points, NO exceptions. Remember that in the business world, if you are continually late for meetings, or if you do not submit your reports and proposals by the deadline...you've probably just lost your job!

Your individual contribution is tremendously important to a successful class learning experience. I expect you to be prepared for class by having read the assigned material prior to the class period. You should be prepared to be called-on individually. At the discretion of the instructor, any instances of being unprepared will cost you participation points.

Each class period will begin with “Cards & Letters,” an informal open discussion of current issues related to the field of electronic media. You should bring your daily card or letter to each class period and be prepared to initiate a brief class discussion. If you are called on and do not have a card or letter, you will likely lose participation points.

Additional Notes:

No quiz make-ups will be allowed, and no exam make-ups will be given without documentation in advance of one of the following situations: serious medical condition, serious problem involving immediate family, recognized religious holiday, or abduction by a UFO. Access to a radio and television set (preferably with cable), and the Internet is necessary to complete some assignments. I encourage you to critically view television, listen to multiple radio stations, and read daily newspapers and other periodicals to keep up with current industry events.

Emergency Procedures:

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERTis website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency. Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.