ELECTRONIC MEDIA PROMOTION
RTD 357 – SPRING 2015

Course Information:
Class Meetings: Tuesday and Thursday 9:35-10:50 AM Communications 1046
Instructor: James Wall  Office: Comm. 1050C  E-Mail: jwall@siu.edu
Office hours: Mon, Tue, Thu 1-3pm, or by appointment

Required Textbook:
Media Promotion and Marketing for Broadcasting, Cable, and The Internet (Fifth Edition)
Authors: Eastman, Ferguson, Klein  Publisher: Focal Press ISBN: 10: 0-240-80762-6
Reading the entire textbook is expected. Specific sections will be assigned reading for certain class periods, and you should be prepared to discuss the materials contained in the assigned chapter. The class will be based largely on the information in this textbook. Do not expect to pass the class without reading this textbook.

Other Requirements:
Additional topical articles, course materials, and updates will be posted on your Desire 2 Learn website and will also be considered a class assignment. Be prepared to discuss these materials in the next class period. You are expected to visit the D2L website on a regular basis. Unit quizzes and exams will also be taken through the D2L website. The direct link is online.siu.edu

Course Description and Objectives:
This course is a challenging experience intended to expose RTD students to the fundamentals and latest trends in promotion. Facing unprecedented competition, the electronic media are turning to marketing and promotion experts to help win the hearts and minds of audiences and advertisers. Promotion has become a serious business and the industry is looking for smart people who can be both analytical and creative.

The successful student will be able to:
1) Identify and understand key terminology associated with the fields of media promotion and marketing;
2) Recognize the role of promotion in the overall marketing effort of a media organization;
3) Understand how to utilize the appropriate media for successful external promotion;
4) Understand how to use his/her own media outlet for self-promotional purposes;
5) Design and write persuasive promotional messages for use in various media;
6) Articulate a persuasive argument in defense of a promotional strategy.

Course Structure, Grading, and Attendance Policy:
Classes will consist of lecture, participatory class discussions, and assignments. 200 points will come from a series of unit quizzes or assignments that cover the textbook chapters and class discussions. Another 100 points may be earned from individual attendance and class participation. A comprehensive final exam will be held during finals week and be worth 100 points. There are a total of 400 possible points.

Chapter/Unit Quizzes and Assignments - 50% of course grade  200 points
Attendance and Participation - 25% of course grade  100 points
Final Exam - 25% of course grade  100 points

Grading Scale: A (90%) 360-400  B (80%) 320-359  C (70%) 280-319  D (60%) 240-279  F below 240
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. Exams, quizzes, and written assignments will be based on readings and on class discussion. You are expected to visit the D2L website on a regular basis. Grading criteria of mechanics, substance, and style will be applied to written assignments.

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. Online quizzes and exams are assessments of individual knowledge, and no collaboration will be allowed. Any evidence of collaboration will result in a zero grade.

Students are expected to attend all class periods for the entire period. Class attendance is required and roll will be taken at 9:35 AM sharp. Tardiness is counted as being absent. You will be allowed two (2) absences. More than two (2) 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 media 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 and to fully participate in class discussion and exercises. At the discretion of the instructor, any instances of being unprepared will cost you participation points.

Each class will begin with “Cards and 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 lose participation points. The instructor may also post additional “cards and letters” articles on the D2L website, which are required reading.

Additional Notes:
NO exam or quiz make-ups will be allowed. 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, read daily newspapers, industry periodicals, blogs, and e-newsletters to keep up with current industry events.

A list of important dates, student services, and University policies is attached to the end of this syllabus and also available on your D2L page.