ELECTRONIC MEDIA MANAGEMENT
RTD 473 SPRING 2015

Course Information:
Class Meeting Time: Mondays 3:00 – 5:50 PM  Communications 1046
Instructor: James Wall  Office: Comm 1050C  E-Mail: jwall@siu.edu
Office hours: Mon, Tue, Thu 1-3pm, or by appointment

Required Textbooks:
An electronic version of this textbook is also available for purchase at www.coursesmart.com
Reading the 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. This 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 the study of the principles and practices of electronic media management. The course examines
the breadth of the decision making processes involved in operations, personnel, finance, program content, sales,
marketing, and government regulation. This course provides students with an understanding of how electronic
media firms operate within a complex social, political, and multicultural environment.

The media are undergoing rapid and momentous changes in technology, regulation, distribution, and content.
In this new global, digital, interactive, highly competitive and bottom-line-oriented media world, managers
must lead with vision and integrity as they maintain the media as a public trust.

Management and leadership of media organizations require dealing with unique challenges and complex
problems associated with a regulated, creative-oriented, and highly visible industry. It is for these reasons that
this course goes beyond the traditional Undergraduate management courses found in most business schools, and
focuses on issues unique to electronic media firms.

The successful student will:
1) gain a basic understanding of different electronic media industries and their management challenges;
2) gain an awareness of the unique and pragmatic aspects of the media management process;
3) gain insight into ethical decision making and into the human relations aspects of managing people;
4) gain specific industry knowledge that will empower them to succeed;
5) identify and begin to develop his/her personal management skills;
6) understand how leading with commitment and dedication will result not only in financial success, but in
   fulfilling the ultimate promise of the media as a public trust in service to the community.

Course Structure and Grading:
Classes will consist of lecture, participatory class discussions, readings, assignments, and case studies. 200
points will come from a series of unit quizzes that cover the textbook chapters and class discussions. Another
100 points may be earned from individual attendance and class participation. Each student will submit two (2)
individual written case studies worth 50 points, from the choice of eight (8), for a total of 100 points. Students
will also present their cases orally and lead the discussion of the case. Every student is expected to read ALL
case studies in preparation for discussion. The comprehensive final exam will be administered during finals week and be worth 100 points.

2 Individual Written Case Studies 50 points each – 20% of course grade
Unit Quizzes – 40% of course grade
Attendance and Participation – 20% of course grade
Final Exam – 20% of course grade

TOTAL POSSIBLE 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. 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 3:00 PM sharp. Tardiness is counted as being absent. Since this course only meets once per week, you will be allowed one (1) absence. More than one (1) absence 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, including case studies, prior to the class period. You should be prepared to be called-on individually and to fully participate in class discussion and in the case studies. 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.