AUDIENCE RESEARCH AND RATINGS ANALYSIS
RTD 305 – SPRING 2016

Course Information:

Class Meeting Time: Monday and Wednesday 11:00am – 12:15pm  Communications 1046
Instructor: James Wall   Office: Comm 1050C   E-Mail: jwall@siu.edu   Phone: 453-2234
Office hours: Mon and Wed 10-11am and 1-2pm, Fri 10-Noon, 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 the textbook. Additional topical readings, assignments, and updates will 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 and Grading:

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 from the textbook and all supplemental online readings, 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 and exams 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. And please do not give me answers straight from Wikipedia, Siri, or Ask Google…I use those places also.

Students are expected to attend all class periods for the entire period. Class attendance is required and roll will be taken at 11:00 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, quizzes, and exams are due on or before the beginning of the class period on the specified date. Late assignments, quizzes, or exams 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 and to fully participate in class discussion or exercises. 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 exam or quiz make-ups will be allowed. An inexpensive calculator with a Percentage key is required. 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, industry Twitter feeds and e-newsletters to keep up with current industry events.

A copy of this syllabus, and a list of important dates, student services, University policies, and emergency procedures is available on your D2L page under the CONTENT tab.