Course Information:
Class Meetings: Monday, Wednesday, and Friday 9:00-9:50 AM Communications 1046  
Instructor: James Wall  Office: Comm. 1050C  E-Mail: jwall@siu.edu  Phone: 453-2234  
Office hours: Monday and Wednesday 10-11am and 1-2pm, Friday 10-Noon, 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 the book. Additional topical readings, assignments, and updates will be posted on your Desire2Learn website and are considered assigned reading.

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) Become familiar with new delivery systems and their incorporation into overall marketing strategy;  
6) Articulate a persuasive argument in defense of a promotional strategy.

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  
Assignments - 20% of course grade  
Attendance and Participation - 20% of course grade  
Final Exam - 20% of course grade  

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 discussions.

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 9:00 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. 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 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 likely lose participation points.

**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, industry Twitter feeds, 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 under the CONTENT tab.