**ELECTRONIC MEDIA SALES**  
**RTD 377 FALL 2014**

**Course Information:**

Class Meeting Time: Monday, Wednesday 1:00-2:15 PM  Communications 1046  
Instructor: James Wall  Office: Comm 1050C  E-Mail: jwall@csuchico.edu  
Office hours: M, W 11AM-1PM and T, TH 1-2 PM. or by appointment

**Required Textbook:**

*Media Selling, Fourth Edition (2009)*  
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. Projects and exercises will be based largely on the information in this textbook. *Do not expect to pass the class without reading the book.*

**Other Requirements:**

Additional topical articles and course materials will be placed on the Desire2Learn website and will also be considered a class assignment. Be prepared to bring and discuss these materials in the next class period. You are expected to visit your Desire2Learn page on a regular basis. The direct link is [csuchico.desire2learn](http://csuchico.desire2learn).

**Course Description and Objectives:**

This course is a hands-on learning experience intended to expose students to the techniques, strategies, and means of selling the many products and services of the media industries including programming content, show concepts, and advertising. Students are introduced to the principles and practices of professional salespeople through use of in-class role playing exercises and case studies.

The successful student will learn:  
1) The personal traits and characteristics found in effective salespeople;  
2) To recognize the role of sales in the overall marketing effort of a station, network, or system;  
3) How to become successful as a media salesperson and a media sales manager;  
4) To develop their own personal set of sales skills, from prospecting to closing;  
5) The specific industry knowledge that will empower them to succeed;  
6) How to utilize their skills, knowledge, and talents to successfully obtain a job as a media salesperson

**Course Structure and Grading:**

Classes will consist of participatory class discussions, case studies and role-playing exercises, written assignments, and two major projects. There are NO exams. **There are a total of 400 possible points.**

- **Case Studies, Role Playing Exercises, and Assignments**: 100 points  
- **Attendance and participation**: 100 points  
- **Project 1: Local Retail Proposal**: 100 points  
- **Project 2: Advertising Agency Proposal**: 100 points

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<th>Grade</th>
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<td>A (90%)</td>
<td>360-400</td>
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<td>B (80%)</td>
<td>320-359</td>
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<td>C (70%)</td>
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Expectations:

Successful students will attend class, read the assigned materials, complete all assignments in a timely manner, and actively participate in class discussions, case study or role playing exercises. Projects and exercises will be based on both the readings and on class discussion.

Students are expected to attend ALL class periods for the entire period. Class attendance is required and roll will be taken at 1:00 PM sharp. Tardiness is counted as being absent. You will be allowed two (2) absences. More than two (2) absences may result in a reduction in final grade at the discretion of the instructor. Assignments are due at the beginning of the class period and late assignments will not be accepted, NO exceptions. Remember that in the business world, if you’re late for the sales call or if you don’t submit the proposal by the client’s deadline...you’ve lost the sale, and possibly 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 role-playing exercises and case studies. At the discretion of the instructor, any instances of being unprepared will cost you 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’re called on and don’t have a card or letter, you will lose participation points. The instructor may also post “cards & letters” articles on the D2L website, which are required reading.

Additional Notes:

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.

Your librarian, Sarah Prindle, is your lifeline for research assistance and development. Her office hours are in Morris Library 260C on Mondays 1:00-4:00pm and Fridays 10:00am-1:00pm. You can contact her anytime with questions or for an appointment at mrindle@siu.edu or 618-453-1249.

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 BERT 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.
Syllabus Attachment
Fall 2014

"We emphasize student achievement and success because achievement and success are essential if we are to shape future leaders and transform lives."

IMPORTANT DATES *

- Semester Class Begins .................................................. 08/18/2014
- Last day to add a class (without instructor permission): ... 08/24/2014
- Last day to withdraw completely and receive a 100% refund ... 08/31/2014
- Last day to drop a course using Salukinet .................................. 10/26/2014
- Last day to file diploma application (for name to appear in Commencement program) .......... 10/31/2014
- Final examinations ....................................................... 12/8–12/12/2014

Note: For outreach, online, and short course drop/add dates, visit Registrar’s Academic webpage.

FALL SEMESTER HOLIDAYS
- Labor Day 09/01/2014
- Fall Break 10/11–10/14/2014
- Veterans Day 11/11/2014
- Thanksgiving Vacation 11/26–11/30/2014

WITHDRAWAL POLICY ~ Undergraduate only

Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/withdrawals/withdrawals1314.pdf

INCOMPLETE POLICY ~ Undergraduate only

An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student’s grade point average. For more information please visit: http://registrar.siu.edu/grades/Incomplete.html

REPEAT POLICY

An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/grades/RepetitionPolicy1315.pdf

GRADUATE POLICIES

Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/grad-graduates-and-index.html

DISABILITY POLICY

Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://www.siu.edu/disability/

PLAGIARISM CODE

http://policies.siu.edu/policies/academic/policy-0411

SALUKI CARES

The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For information on Saluki Cares: (618) 453-5714, or salukicares@siu.edu, http://salukicares.siu.edu

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INCLUSIVE EXCELLENCE

SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information please visit: http://www.indianaexcellence.org/

MORRIS LIBRARY HOURS

http://www.library.siu.edu/hours

LEARNING AND SUPPORT SERVICES

Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:

Tutoring: http://tutoring.siu.edu/
Math Labs: http://tutoring.siu.edu/locations/mathlabs.html

WRITING CENTER

The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://wcenter.siu.edu

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY

Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://affirmative.action.siu.edu

Additional Resources Available:

SALUKINET: http://salukinet.siu.edu/bbc/illustration/illustration.html

ADVISEMENT: http://www.siu.edu/advisement/