

General Information MCM388.01

Course number: MCM 388.01

Course title: Media Marketing and Promotions

Credit hours: 3

Semester/year: Fall 2007

Class times: TT 2 - 3:30 p.m.

Classroom: LDB 209

Instructor: Ruth Massingill

Office: CJ CL29

Office hours: Wed: 10-12 a.m. TT: 10-11 a.m.; others by appointment.

Office phone: 936-294-1494

Email: rmassingill@shsu.edu

NOTE: Although I monitor email regularly, do not send email over the weekend or an hour or two before class and assume I will see it before class convenes.

Do NOT send any assignments via email unless expressly instructed to do so.

Texts and Materials Required

TEXT (Required)

Media Promotion and Marketing for Broadcasting, Cable and the Internet by Eastman, Ferguson and Klein

OTHER MATERIALS

You may wish to purchase a PC-compatible back-up storage device.

Description and Objectives

COURSE DESCRIPTION

This course will provide the student with an overview of the marketing strategies used by mass media companies. This course will examine media marketing, market surveys, advertising, content promotion, and public relations as efforts to create and support customer bases and maintain goodwill. The course will include an analysis of current publications in each of these areas and will provide students an opportunity to create model marketing strategies. Special attention will be paid to industry changes and professional ethics. Prerequisite: Junior standing. Credit 3.

OBJECTIVES

The course is intended to acquaint upper level students with the procedures and practices associated with marketing and promoting goods and services on the electronic and cable media, as well as the Internet. The course examines the various factors that influence decision making, including media size, choice of media to be used, budgetary constraints, and demographics. Furthermore, the course looks at marketing and promotion perspectives as they relate to commercial and educational/informational considerations. In addition, students are given an opportunity to appreciate and analyze various media strategies and to become literate and apply the concepts learned in designing marketing and promotion materials or messages.

COURSE COMPETENCIES

Upon completion of this course, students should be able to:

1. Create materials to support marketing and promotion objectives of a media entity
2. Demonstrate knowledge of marketing and promotion techniques and terms
3. Develop strategies to market and promote goods and services using desired media
4. Analyze outside sources to gain insight into working practices of the media industry

METHODS

Teaching methods for this class may include lecture, classroom discussion, guest speakers, screenings, hands-on research and production, and peer and instructor critiques.

Course Requirements

GRADING:

Your course grade will be based on a 500-point scale, which will include 3 quizzes/participation @ 20 pts, three individual projects @ 100 pts each, and two group projects @75 pts each. (the second group project is the final).

NOTE: Specific descriptions of all assignments can be found on the Blackboard class page, where grades will also be posted. Blackboard will give you a grade percentage - This is not correct! Please ignore the stated number and follow the grade scale below.

Ultimately, letter grades must be assigned to evaluations of course work. Under the definitions established by Sam Houston State University, students who receive the following letter grades are considered to have reached the level of attainment defining that letter. Thus, letter grades received for journalism courses may be interpreted this way:

A= Excellent

B= Well above average

C= Average

D= Barely passing

F= Failure

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value of all assignments is 500 points. Points are added or subtracted from that according to standards described in this syllabus. In this class you will accumulate points toward a final grade. There will be no percentage weighting of assignments. The grade in the course will be determined using the following scale:

500 - 450 pts = A

449 - 400 pts = B

399 - 350 pts = C

349 - 300 pts = D

less than 300 = F

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Students who cannot complete the course requirements due to illness or any other unforeseen issue may apply for an X in the course. To apply for the incomplete, the student must submit in writing to the instructor a documented explanation. The request will be submitted to the dean of COAS for a final decision.

ATTENDANCE:

A commitment of your time to this course is essential. Regular attendance is expected and will be necessary for successful completion of the course. You are responsible for any assignment made during class in your presence or absence. Save your late approvals for when you are ill or have an emergency (or for when the computers are cranky). Otherwise, NO late work will be accepted and you will lose the points allotted for that assignment. It will not be possible to make up missed class sessions. Deadline, for class purposes, is the minute the class begins the day work is due, unless otherwise designated. Do not come late to class. Follow professional procedures as you would for a job. Punctuality is essential; class attendance is expected and will be noted. After two (2) absences/tardies, 5 points will be deducted for each absence; 5 bonus points will be given at the end of the semester to those having no more than one (1) absence/tardy

Attendance will only be taken once during the class and there will be no changes of any type made once taken. If you are late and roll has been taken, you are absent unless you provide a letter to the instructor verifying that you were in class.

Students attending SHSU co-curricular activities will not be penalized for absences. Appropriate documentation should be presented to the instructor prior to the absence.

TIME REQUIREMENTS:

This class meets for three hours each week. You will also be assigned out-of-class readings, and you probably will need to work on your projects during scheduled open lab times. You should expect to allow at least two out-of-class hours of preparation for every hour you spend in class.

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Classroom Policies

ACADEMIC HONESTY

Ethics are the cornerstone of responsible journalism. Honesty is expected--and demanded--of all students. Violations of professional ethical standards have led to an automatic "F" in the course. All work in this class must be original work. No work that a student has already published or is in the process of publishing is considered original work. No work a student has used to meet requirements in a previous class is considered original work.

The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Furthermore, the University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work that is to be submitted, plagiarism, collusion and the abuse of resource materials.

Students found guilty of dishonest behavior in this class will be asked to leave the class and will be given the grade of F for the entire course.

PROPER CLASSROOM DEMEANOR OR CONDUCT

According to the Student Handbook, "Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among themselves at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class, or being reported to the Dean of Students for disciplinary action in accordance with university policy."

FREEDOM OF SPEECH

The students' right to speak on the topics of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates.

STUDENTS WITH DISABILITIES

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discriminations under any academic, Student Life program or activity. Students with disabilities may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by

visiting the director of the Counseling Center, located in the annex of the Lee Drain Building across the sidewalk from Farrington Building, or by calling 936-294-1702. Accommodations for disabled students are decided based upon documentation and need on a case-by-case basis by the Counseling Center.

RELIGIOUS HOLIDAYS

University policy states that a student who is absent from class for the observance of a religious holy day must take the examination or complete any assignment scheduled for that day within a reasonable time after the absence. The student, not later than the 15th calendar day after the first day of the semester, or the 7th calendar day after the first day of a summer session, must notify the instructor of each scheduled class that he/she would be absent for a religious holy day (Faculty Handbook, 1.02-2.).

VISITORS IN THE CLASSROOM

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FACULTY EVALUATIONS

Students will be asked to complete a course/instructor evaluation toward the end of the semester, using the IDEA system.

Q-DROPS

A Q-drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in the grade of "F" as published in the Academic Calendar.

Students will be allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refused to grant permission to drop a class, a student will be required to remain in the class.

Tentative Course Outline

WEEK 1 (Aug 20)

Class overview and orientation.

WEEK 2 (Aug 27) and WEEK 3 (Sept 3)

READ: Chapter 1

Project 1: Case study

WEEK 4 (Sept 10)

Group presentations

WEEK 5 (Sept 17)
READ: Chapters 2 & 3
Critique presentations
Assign: Individual project #1

WEEK 6 (Sept 24)
TV Promotions
Quiz #1 (Chapters 1-3)

WEEK 7 (Oct 1)
Radio Promotions
Quiz #2

WEEK 8 (Oct 8)
Management, Research, Budgets
READ: Chapter 4

WEEK 9 (Oct 15)
Controversy in marketing
READ: Chapter 5
Assign: Individual Project #2

WEEK 10 (Oct 22)
Guest speaker

WEEK 11 (Oct 29)
Network TV promotions
READ: Chapter 6

WEEK 12 (Nov 5)
Cable Marketing and Promotion
READ: Chapter 7
Assign: Individual project #3

WEEK 13 (Nov 12)
New Media Promotion
READ: Chapter 8
Assign: Group project #2

WEEK 14 (Nov 19)
Promotion in Public TV and Radio
READ: Chapter 9
Quiz #3

Thanksgiving Holidays--Nov 21-23

WEEK 15-16 (Nov 26 and Dec 3)
Global Promotion and Marketing
READ: Chapter 10

WEEK 17 (Dec 10)
Scheduled final
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