

Department of Mass Communication  
**COURSE SYALLBUS**  
**Fall 2007**

**Course Number and Name:** MCM 386: Media Sales **Meeting Place:** CB 319

**Instructor:** Dr. Maurice Odine

**Office Hours:** Monday & Wednesday: 10 a.m.-12:00 p.m.

**Office Location:** CB 308

**Office Phone:** 4-1346; 5-1346

**Text:** Drewniany, Bonnie L. and Jewler, Jerome A. *Creative Strategy in Advertising* (2005). Belmont: California, Wadsworth

### **Course Description**

This course surveys station and/or publisher procedures, problems and management responsibilities. Topics include required reports (FCC, FTC), financial problems, personnel organization, management theory, public service responsibilities in comparison to profits, the station's position within the social structure of an area, and the problems involved in operating a station successfully. Prerequisite: Junior standing. Credit: 3.

### **Objectives**

The course introduces students to the world of advertising/media sales. Students enrolled in this class learn how local advertising media can meet the advertising needs of retailers. Students become familiarized with activities associated with selling space for newspapers, magazines, as well as selling air time for radio and television stations. The class examines the various ways media are bought and sold.

When students complete the course, they should have greater knowledge and skills in several areas that will be useful to them, especially if they are interested in a job or career in media/advertising sales. If students are not sure about such a career interest, the course gives a better idea of what to expect. And, if students are merely interested in another aspect of the fascinating and challenging world of advertising, the course introduces students to the basics on some of the nation's leading advertising media and gives them a valuable perspective that will be useful in other fields.

### **Course Competencies**

Specifically, in completing the course you will:

1. Understand the process of media sales and the role it plays in the economy, business, and marketing environments. (Even if you are going into Public Relations, Account Management or Creative Services, in order to be successful, you must have a basic understanding of media sales.)
2. Gain basic knowledge of the media process, including terms and concepts used in advertising/media sales and planning.
3. Be able to identify the various components and elements needed to compose a media sales kit.
4. Confidently deliver "cold call" sales presentations and network with clients.
5. Create speculative ads and use them to sell creative concepts to prospective clients.
6. Think creatively and strategically by translating market research into a context that will adequately describe the audience and reach the client's prospective target audience.
7. Be able to use specific criteria that will allow you to create the right media mix for a client's business. For instance, not to speak negatively about other media, but how to help clients use media to reach specific advertising objectives.
8. Enhance your writing and communication skills by writing, organizing, and presenting a media sales kit.

### **Methods**

Teaching method in the course includes lecture, classroom discussion, guests, screenings, and writing. Students are required to come to class prepared by reading all materials assigned before the start of the class.

### **Class Schedule**

Week 1 Unexpected, But Relevant Selling Messages

Week 2 Targeting an Ever-Changing Marketplace

Week 3 The Basis for Effective Creative Work

Week 4, Strategy: A Roadway for the Creative Team

Week 5 Ideas: The Currency of the 21st Century

Week 7 Layouts: Designing to Communicate

Week 8 Radio: Can You See What's Happening?

Week 11 The Internet: The Ultimate Direct

Week 12 Integrated Marketing Communications

### Assignments

Self Presentation in Sales	10 points, Due September 7
Web Site Report	10 Points, Due September 14
Media Sales Kit	10 Points, Due September 21
Exam 1, Exam 2	30 points, October 5 & November 5
Case Study	10 points, Due November 14
Sales Experience Report	10 points, November 23
Group Project	20 points, Due December 3
Total	100 points
<b>Note: Assignments may be submitted earlier!</b>	<b>Anytime Early Submission</b>

### Grading

90-100	A
80-89	B
70-79	C
60-69	B
0-59	F

### Absences

Each student is allowed five unexcused absences. Thereafter, each unexcused absence will result in a grade drop by one letter.

### Q Drops

A Q drip is a drip made after the last date for tuition refunds, which is the 12<sup>th</sup> class day for fall/spring semesters (Sept. 9<sup>th</sup> for this semester), and the 4<sup>th</sup> class day for summer semesters, but before the date for which a drop would result in the grade of F as published in the Academic Calendar (Oct. 10<sup>th</sup> for this semester). 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 towards 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 refuses to grant permission to drop a class, a student will be required to remain in the class. This limit will take effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the Q-drop limit, nor will Q-drops from other universities.

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### Instructor Evaluations

Students will be asked to complete a course/instructor evaluation form toward the end of the semester. A new faculty evaluation system for SHSU, the IDEA that is somewhat different than the previously used FES forms, will be used starting this semester.

### Academic Dishonesty

All students are expected 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. 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 which is to be submitted, plagiarism, collusion and the abuse of resource materials.

### **Classroom Rules of Conduct**

According to Section 5 of the Student Handbook, students are expected to assist in maintaining a classroom environment that is conducive to learning. Cellular phones and pagers must be turned off before class starts. There will be a 2-point loss from the overall grade each time this happens. Disruptive behaviors in the classroom shall result in a directive to leave class. Repeated disruptive behaviors may also be reported to the Dean of Students for disciplinary action in accordance with university policy.

### **Americans With Disabilities Act**

Students with disabilities covered by the Americans with Disabilities Act should go to the counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

### **Religious Observance**

University policy allows for student to observe religious holy days without penalty. If you intend to miss class as a result of the observance of a religious holy day or as a result of the necessary traveling time required for religious observance, such an absence will not be penalized so long as you have notified the instructor in writing of the dates and times of class sessions that are missed. The deadline for notification is the 12<sup>th</sup> class day published in the Academic Calendar. Students absent from class as a result of religious observance are required to submit any due assignments immediately on their return to the classroom. Makeup tests and quizzes will also be provided on return to the class.

### **Visitors in the Classroom**

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.