

Department of Mass Communication
COURSE SYALLBUS
Spring 2008

Course Number and Name: MCM 380 — Broadcast and Cable Programming

Instructor: Dr. Maurice Odine **Office Hours:** Tuesday & Thursday - 12:00 — 2:00 p.m.

Office Location: CB 308 **Office Phone:** 4-1346; 5-1346

Text: Eastman, S.T. (2006). Media Programming/Strategies and Practices (2006). Belmont, CA: Wadsworth/Thomson Learning.

Course Description

This course addresses issues related to audience psychology and the principles of audience analysis. Also discussed are methods for determining the characteristics of greatest programming appeal to desired audience, In addition, program types, ratings, and program selection are examined.

Prerequisite: Junior standing. Credit: 3.

Objectives

The objective of this class is to provide the skills needed to create media literacy. Students are expected to understand and apply the concepts of the authors of the text, different concept concepts provided by the lecture and discussion, and the relative strengths and weaknesses of all strategies used in programming. By the end of this course, students should be able to identify the underlying ideas behind station programming. Various types of methods of programming are examined and their effectiveness examined.

Course Competencies

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

1. Understand the consumer need for programming
2. Understand the process programming undergoes from creation to scheduling to broadcast
3. Understand the effects of limited resources (time, space, finances) on programming selection
4. Identify factors in programming competition and cooperation in single channel and network programming.

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.

Assignments

There will be four assignments during the course of the semester. There will be two individual projects and two group projects. For individual projects, each student is to research and write (a) radio and (b) a television report on a station's programming. For group projects, each group is to research and present a critique of(a) a television cable network's programming and (b) radio network's programming. Additional details of these assignments will he discussed during class time if needed.

Grading

Grading will be as follows:

Two Tests	30%, on February 13, 2007; April 2, 2007
Individual projects	40%, February 27, 2007; March 5, 2007
Group Project	20%, March 26, 2007; April 23, 2007
Class Attendance/Participation	10%, As per classes attended and participated
Total	100%

The letter grade will be awarded according to the following:

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

Q Drops

A Q drop is a drop made after the last date for tuition refunds, which is the 12th class day for fall/spring semesters (Sept. 9th for this semester), and the 4th 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. 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.

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 as 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 12th 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.