

Department of Mass Communication
COURSE SYALLBUS

Course Number and Name: MCM 388 – Media Marketing/Promotions

Instructor: Dr. Maurice Odine **Office Hours:** Tuesday, Thursday: 12:00 – 01:00 p.m.

Office Location: CBCB 308 **Office Phone:** 936-294-1346

Text: Eastman, Tyler Susan, Ferguson, Douglas A., and Klein, Robert A. (2006). Media Promotion and Marketing. Boston: Focal Press.

Course Description

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

Objectives

This is a course about building and retaining audiences and customers for electronic media by promoting programs, formats, services, personalities, and images. It applies marketing theory and tactics to telecommunications companies, radio, television, cable, and new technologies. As a part of the Department of Telecommunications' commitment, a major objective for the course will be to cultivate critical thinking and reporting and writing skills.

Course Competencies

The course is designed to:

- Familiarize you with the promotional and marketing strategies currently used by television and radio stations, networks, cable systems, program syndicators, other telecommunications services and new technology
- Provide you with a theoretical framework for understanding marketing effectiveness that will explain what particular marketing strategies are intended to do and why some are effective and others less likely to be so;
- Give you practical experience in planning and presenting a promotional activity.
- Direct your thinking about the changes in broadcasting/cable promotion opportunities that will result from new technologies.
- This course prepares you to provide leadership in promotion and marketing
- Work more effectively with colleagues who are responsible for promotion and marketing

Methods

This course includes lectures and presentations, classroom discussion, writing, screening of visual presentations, readings, the Internet, participation and independent observations of marketing/promotions practices. Guest lecturers may provide current industry practices. Students are required to come to class prepared by reading all materials assigned before start of class.

All students are to attend class punctually, and any mitigating circumstances should be reported to the instructor. Students are not to leave class early, unless prior excuse has been granted by the instructor. Any unexcused early departure will count as absence.

All assignments are to turn in on the dates announced. There are no excuses.

Assignments

- 1) At the start of the semester, each student will select a television program. It may be a program broadcast on a network, local station, cable channel, or other broadcast entity. Using a diary, each student is to take note of daily strategies used by the media entity to market and promote the program that is broadcast. At the end of the semester, each student is to write a report or paper on the identified marketing/promotions strategy.

The following information should be considered:

- Describe the target audience of the broadcast that was broadcast during the period
- Comment on the marketing/promotions strategies utilized by the media entity

- Using the class discussions, lecture, and other acquired information, provide assess and critique of the marketing/promotions strategies used
 - What media were used in the marketing/promotions strategy?
 - Indicate, if any, the prevalence of media convergence (using more than one medium) in the marketing/promotions strategy
 - Feel free to include any information or data that you believe will contribute to your report or paper
 - Submit to the instructor, on Friday (weekly), at least a one-half page progress report. These progressive reports are a part of the grade on the final report. A good weekly progress report means you are well under way to completing a good final report or paper.
 - Your report or paper should be at least five typed, double-spaced pages. The pages should be numbered (with the exception of the first page), and the work should have a title page. Ask the instructor if you do not know how to do a title page.
 - Each student is to present his/her final report or paper to the class. The use of PowerPoint for this purpose is optional.
2. Each student will select a Website published by a radio station, a television station, broadcast network, advertising agency, public relations firm, or other media entity. The student will observe the Website over a three-week period, and then write at least a two-page doubled-spaced critique on these observations. Include information regarding the overall quality of the Website; kinds of marketing/promotions content; discerned purposes of the messages; target audience; advertising or fund raising; and other information deemed appropriate. The report is due in Week 2.
 3. There will be a group project, and the size of the group will depend on actual enrollment. Each group will incorporate a media organization, broadcast, any form of telecommunications, advertising agency, public relations organization, or other related entity. In turn, each group will develop a marketing/promotions strategy to aid the company in its important efforts to reach the widest possible audience or consumer base. The project will culminate in a PowerPoint presentation of at least 15 minutes. The presentation should take advantage of the medium by incorporating useful visuals. The presenting group is expected to dress to impress. Groups will make their presentations in Week 3.

Grading

Grading will be as follows:

Quiz (End of Week 2)	10%
Individual project	40%
Group Project	20%
Class Attendance/Participation	10%
Final Exam	<u>20%</u>
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 and below	F