

Office hours: If you want to come see me, please make an appointment to ensure that I'm in.

Text: Media Management: A Casebook Approach, Hollifield, et. al.

Course description: Management functions, advertising, sales and internal organizational structure of media.

Course objectives: At the end of this class, it is hoped you will have:

- Gained an understanding of the development of American mass media and why they are different from other businesses.
- Gained factual knowledge necessary to manage a media outlet.
- Learned fundamental principles, generalizations or theories necessary to media management.
- Learned how to apply course material to the media management function.

Departmental Learning Goals

Mass Media Learning Goal No. 3:

Recognize and understand key legal and ethical implications of synthesizing and producing information for transmission to the public through media channels.

Methods of evaluation: The above learning goals will be assessed through a series of written assignments and examinations. Each week you will be assigned readings from the book and from outside sources. Each week, there will be three or four short-answer questions you will answer to You will be responsible for three examinations throughout the semester. Most written assignments will be worth 10 points with a couple of 20-pointers thrown in, for a total of 100 points. Three 50-point tests will be taken, for a semester total of 250 possible points.

Weekly (or daily if you're taking this class in the summer) will consist of three or four "short-answer" questions that will assess your ability to apply what you learned from reading the chapters to real-life situations. Your answers will be assessed on their completeness, their use of examples from the book and the relevancy of your answers. The questions are not a "study guide" for exams. The questions assess your ability to apply the facts you learned from the reading; the exams assess your grasp of the facts.

Late assignments can earn no more than five points. Late exams must be made up within 24 hours of the first attempt.

Academic Honesty Code: Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions for the *Student Handbook*. *The current student handbook is found on the ASU web site under publications at the URL: <http://www.angelo.edu/cstudent/index.html>*

Americans with Disabilities: Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made.

Academic Advising: The College of Arts and Sciences and the Department of Communication, Drama, and Journalism require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair. Communication, Drama, or Journalism majors who have questions about advising or declaring a major in the department, can call 942-2031. Undeclared majors are supported by ASU's Center for Academic Excellence located in Library A312, and can be reached at 942-2710.

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc.

General outline of the course:

Evolution of American mass media;

Media organizational structure;

Management approaches;

Individual motivations within media systems

– Introduction, Chpts. 1, 2 and 4.

EXAM

Organizational theory;

Mass communication research;

Media systems in a changing world

– Chpts. 3, 6 and 7.

EXAM

Law and the media manager;

- Chpt. 9

EXAM