Office hours: To be posted once the semester begins. You are urged, however, to make an appointment any time you want to see me to ensure that I’m in.


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.

Methods of evaluation: The course will be primarily lecture. You will be responsible for four examinations throughout the semester. Students earning 90 percent or more of the total available points will receive grades of A. Students earning 80 to 89 percent, 70 to 79 percent and 60 to 69 percent will receive grades of B, C or D, respectively. Students earning less than 60 percent will not pass the course.

Attendance: If you do not miss any classes, three points will be added to your final grade. Other points will be awarded as follows: one absence, two points; two absences, one point. It is the policy of the department of Communication, Drama and Journalism that you cannot pass the class if you miss more than 25 percent of classes.

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.

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 appropriate arrangements can be made.

Academic Advising: The College of Arts and Sciences and the Department of Communication, Mass Media and Theatre require that students meet with a faculty adviser as soon as they are ready to declare a major. The Faculty Adviser will set up a degree plan, which must be signed by the student, faculty Adviser, and the department chair. Communication or Mass Media majors who have questions about advising or declaring a major in the department, can call 942-2031.

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