

Office Hours: I will be available by email, although I may not be able to respond immediately. Because I will not be able to be vaccinated until later in the semester, I will not be holding on-campus office hours. If you MUST see me in person, we can make arrangements.

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

Course description: Management functions as they relate to media companies, advertising, sales and internal organizational structure of media operations.

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. Answers that lack citation cannot earn more than five points.

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.

Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.

Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic* at 325-942-2171, *Counseling Services* at 325-942-2371 or the *ASU Crisis Helpline* at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

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