

COM 339 COURSE SYLLABUS

FALL 2001
Room: UNIV #201

12:30 - 2:20 pm Monday
Credit: 3 Hours

Introduction to TV Programming/Management

INSTRUCTOR: Tim Frye
OFFICE: 364-G Potter
OFFICE HOURS: 5-7 pm Th. and Arranged

PHONE: 494-8036
PREQ: COM 261

COURSE DISCRIPTION

This course will explore the management of electronic media within the new information environment. It is designed to give students an understanding of the contextual factors that affect the structures, policies, programming, and management practices of various telecommunications industries.

The convergence of broadcasting, cable television, computing, and telephony will be examined. The function of telecommunications in providing new communications products and information services will be covered.

The evolution of telecommunications technology is rooted in the nation's underlying historical, social and political systems. Thus, this course will integrate relevant social and political issues relating to telecommunication management and programming decisions.

COURSE OBJECTIVES

At the conclusion of this course, students should be able to:

1. Understand management practices and programming strategies in the electronic media industry;
2. Recognize the concepts and vocabulary of the electronic media industry;
3. Appreciate the societal ramifications of programming choices;
4. Understand the basic concepts associated with audience research, and;
5. Identify the array of technological, regulatory, and financial factors that shape the electronic media industry.

TEXTBOOKS

There are two text required for this course. Additional handouts will be distributed by the instructor throughout the semester.

RADIO-TELEVISION-CABLE MANAGEMENT, Third Edition

Authors: James A. Brown and Ward L. Quaal
ISBN: 0-697-13237-4
Publisher: ©1998, McGraw-Hill

INTRODUCTION TO TELECOMMUNICATIONS: Converging Technologies.

Authors: Kimberley Massey and Stanley Baran

ISBN: 0-767-41119-6

Publisher: ©2001, McGraw-Hill

TEACHING METHOD

This content of the course will be taught primarily through lecture and group discussion. Practical applications of classroom theory will be emphasized with out-of-class assignments and a group project. For Specifics, please refer to the Course content outline.

ATTENDANCE POLICY

Class attendance is expected! The text provides only part of the course material. The rest comes from my lectures and in-class discussions. Make-up tests will be given only when absences were due to dire circumstances or were pre-arranged with the instructor.

POLICY REGARDING ACADEMIC DISHONESTY

It is assumed that students maintain high standards for academic conduct so cheating or plagiarism will never be an issue. If a case should arise, it will be dealt with in accordance with Purdue University Regulations, Part V, Section III.E.2. For more information please consult your Student Handbook or the online brochure at: <http://www.purdue.edu/odos/administration/dishonesty.htm>.

LISTENING / VIEWING ASSIGNMENTS

There will be three outside class listening/viewing assignment that will require approximately a one hour per week time commitment. These involve monitoring and logging radio, TV, and internet programming. Students will be required to submit their results as well as a short analysis paper. Detailed information on these activities will be provided later in the semester.

GROUP PROJECT

You will be assigned to a group of 3-5 students. Your task is to develop a proposal for a new radio or television station for the Lafayette market. You group will be responsible for doing market research, creating the proposal, then presenting it to a group of potential investors. These investors are the rest of your classmates. Detailed information for this activity will be provided later in the semester.

COURSE WEB SITE: <http://webct.cc.purdue.edu/>

PERFORMANCE EVALUATION... (Your Grade)

To be determined by the following method:

25% ... Listening/viewing assignments.

20% ... Midterm Examination - completed during the regular class period.

20% ... Group project.

10% ... Class Participation.

25% ... Final Examination – date and time to be announced.

A = 100 - 91%	B = 81 - 90%	C = 71 - 80%	D = 61 - 70%	F = 0 - 60%
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COURSE OUTLINE

		<u>Assignments</u>	<u>Due</u>
Week 1- 8/27	Distribution of Syllabus, Introduction	Listening Assignment #1 Assign groups	
Week 2- 9/3	Labor Day Holiday – NO CLASS		
Week 3- 9/10	Historical and Technological issues in Media Management	Brown- Ch. 1,12 Massey- Ch. 1, 2,3	
Week 4- 9/17	Regulatory Issue in Media Management, Media and Society, Ethics.	Brown- Ch. 11 Massey- Ch. 12,13,14	
Week 5- 9/24	Policies and Structures in the Electronic Media Industries.	Brown- Ch. 4 Massey- Ch. 4, 5, 6	L/V A #1
Week 6- 10/1	Managing Personnel	Brown- Ch. 2, 3, 5	
Week 7- 10/8	October Break – NO CLASS		
Week 8- 10/15	Management Issues- Audience Research Midterm review.	Brown- Ch. 6 Massey- Ch. 8	
Week 9- 10/22	Midterm Exam		
Week 10- 10/29	Management Issues-Financial	Brown- Ch. 10	L/V A #2

Week 11- 11/5	Management Issues- Radio Programming	Brown- Ch. 7, 8 Massey- Ch. 10	
Week 12- 11/12	Management Issues- TV and Cable Programming.	Brown- Ch. 7,8 Massey- Ch. 10	
Week 13- 11/19	Guest Lecturer		
Week 14- 11/26	Management Issues- Marketing Sales, and Promotion.	Brown- Ch. 9 Massey- Ch. 10	L/V A #3 Extra Credit
Week 15- 12/3	Group Presentations, Convergence, Course wrap-up.	Massey- Ch. 1, 7	Group Project
Week 16- Final	Date, Time, and Place to be announced.		