**Broadcast Management**

**BCMN 3319**

**The University of Texas at Arlington**

Spring 2014

Tue, Thur: 9:30– 10:50 am

**Instructor:** Mark Tremayne, Ph.D.

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**Office**: FA 330

**Office Hours**: M-W 10-11 a.m., Tue 11-12

**Profile:** <https://www.uta.edu/mentis/public/#profile/profile/view/id/6215>

**Prerequisites**

You must have taken BCMN 3340 as a prerequisite for this class, depending on your catalog year. Check with your advisor.

**Textbook and Materials**

***Management of Electronic and Digital Media,*** (5th Edition) Wadsworth, 2013.

ISBN: 978-1-111-34437-5

Additional, supplementary readings may be assigned at the discretion of the instructor.

Once you have the book, begin to read it. It will be hard to pass the class without regularly attending class and completing the assigned readings and assignments.

Class lectures will not cover everything in the assigned readings. You are still responsible for reading and learning the material.

**Course Description**

This course is designed to provide you with the background needed to understand the characteristics, theories, and challenges in managing electronic media. Students will learn about the various management roles at work in a radio and television station, along with the internal and external forces that shape key decisions. This course meets the needs of those planning careers in broadcasting and related fields. At the end of the course, you should have a working knowledge of current practices in managing technology, programming, and finances.

**Learning Outcomes**

Students should be able to write correctly and clearly in forms and styles appropriate for the situation, such as broadcast and/or assigned papers or

case studies. This includes proper grammar, spelling, and sentence structure.

Students will demonstrate an understanding of broadcast management principles and policies.

Students will become familiar with the terms and descriptors that are appropriate for the electronic media profession.

Students will demonstrate they can think critically, creatively, and independently.

**Attendance**

Regular class attendance is required by the University and necessary to keep up with assigned readings, lectures and assignments. Excessive class absences, lateness and/or failure to keep up with assigned readings will result in lower grades.

I do understand you may be taking a full load this semester. Still, it is up

to you to be on time for class. Lateness (particularly when it is habitual) is disruptive to the entire class. If you arrive late, you may miss out on

quizzes that cannot be made up. If you are not in the room when class begins, you will be considered late/absent.

Students leaving class early will not be given credit for attendance unless excused in advance by the professor. Make sure work or other commitments do not conflict with class. Failure to regularly attend class will result in a deduction toward your final grade.

**Grade Calculation:**

90 – 100 **A** 3 Cases

80 – 89 **B** 2 Exams

70 – 79 **C** 1 Attendance/participation/quizzes

60 – 69 **D Average of all 6**

0 – 59 **F**

The exams will be primarily multiple choice, true/false, and will require Scantron forms (large style, 8.5 by 11 inches). The exams will cover specific chapters in the text, lecture, speakers, and other material presented in class (including slides and videos).

There may be quizzes or class assignments on current news events or exercises in your book. Quizzes may not be made up if you are absent for any reason. Not participating in the remainder of class after the quiz will result in a zero

on the quiz. Students arriving late for an exam, exercise, or project will have a minimum of 10% deducted from their score. Students will NOT be allowed to make up an exam, exercise or project without a valid excuse approved by the lecturer in

ADVANCE of the time due.

**Expectations for Out-of-Class Study**

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

**Make-up Exams**

Make sure you don’t miss exams as I rarely allow make-ups and only in extenuating circumstances.

**Grade Grievances**

Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current undergraduate catalog: <http://wweb.uta.edu/catalog/content/general/academic_regulations.aspx#10>

**Drop Policy**

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/ses/fao>).

**Americans with Disabilities Act**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Academic Integrity**

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

**Student Support Services**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**Electronic Communication**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

COURSE SCHEDULE

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|  | *Dates* | *Reading to do before class* |
| Week 1 | **January 14 & 16**  Tue: Course introduction, syllabus reviewed  Thurs: Managing Electronic and Digital Media | Chap. 1 |
| Week 2 | **January 21 & 23**  Tues**:**  Radio in 2014  Thurs: Television in 2014 | Chap. 1  Chap. 2 |
| Week 3 | **January 28 & 30 – State of the Field, Media Marketplace** | Chap. 2  Other Reading TBA |
| Week 4 | **February 4 & 6**  Management ethics | Chap. 3 |
| Week 5 | **February 11 & 13 – Theories of Management** | Chap. 4 |
| Week 6 | **February 18 & 20 – Case 1 Presentations** |  |
| Week 7 | **February 25 & 27 – Audience Research**  Audience Research Part 1 | Thurs: Chap. 7 |
| Week 8 | **March 4 & 6**  Tues: Exam Review  Thurs: Midterm Exam |  |
|  | **March 11 & 13**  No Class: SPRING BREAK |  |
| Week 9 | **March 18 & 20 – Audience Research Part 2** | Chap. 5 & 7 |
| Week 10 | **March 25 & 27 – Content Strategy & Marketing** | Chap. 8 & 9 |
| Week 11 | **April 1 & 3 – Case 2 Presentations** |  |
| Week 12 | **April 8 & 10 – News Management & Government Regulations & Partisan Media** | Chap. 10 & 11 |
| Week 13 | **April 15 & 17 – Internet/Social Media** | Chap. 12 & 13 |
| Week 14 | **April 22 & 24 – Case 3 Presentations** |  |
| Week 15 | **April 29 & May 1**  Final Exam Review |  |
|  | Thurs, May 8, 8 a.m.: FINAL EXAM |  |