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UW/LICENSING DIVISION

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Part II. Description of the Curriculum Change

1. Syllabus of Record

~~I. Course Description.~~

CM 305 - Electronic Media Programming and Sales

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: CM 150

This course explores two primary functions of the electronic media; providing programming for audiences and providing economic viability to media outlets by selling commercial time to clients. Students will explore topics such as program development,

Week #3 (3 class hours)
Program Development for Commercial and Non-Commercial outlets

Week #4 (3 class hours)
Program testing, audience testing & research

Week #5 (3 class hours)
Influences on Programming Success

Week #6 (3 class hours)
Program Scheduling Strategies
Programming changes & trends

Week #7 (3 class hours)
Programming Ethics
Mid Term Test

Week #8 (3 class hours)
Program Evaluation
Electronic Media Ratings and Research
Ratings and Sales Rates

Week #9 (3 class hours)
Basic Selling Perspectives
Organization and Management of the Sales Department

Week #10 (3 class hours)
Prospecting and Researching Clients
~~Week #11~~

Week #11 (3 class hours)
Agency/Service Selling
Network, Syndication and Station Rep Firms

Week #12 (3 class hours)
The Sales Presentation
attitude and ethics
presentation skills

IV. Evaluation Methods

Grades will be determined by the successful completion of four case studies, one group project (dealing with electronic media programming and sales issues) and two tests.

Assignments:

Four case studies	4X25	=	100 points (25% of total)
One group project	1X100	=	100 points (25% of total)
Two tests	2X100	=	200 points (50% of total)
Total points possible		=	400 points

Grading Scale: Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
below 60%	=	F

V. Required Textbooks, supplemental books and readings

Required textbooks:

For a complete list of required textbooks, please refer to the course syllabus.

VII. Bibliography

Book, Albert and Norman Cary (1989) The Radio and Television Commercial. NTC Business Books

Buzzard, Karen (1992) Electronic Media Ratings. Butterworth-Heinemann

Czech-Berkerman, Elizabeth Shimer (1991) Managing Electronic Media. Focal Press

Hagerman, William (1990) Broadcast Advertising Copywriting. Focal Press.

Haskins, Jack and Alice Kendrick (1993) Successful Advertising Research Methods

NTC Business Books.

Heighton, Elizabeth and Don Cunningham (1994) Advertising in the Broadcast and Cable Media. Wadsworth

Keith, Michael (1987) Radio Programming. Focal Press

Matelski, Marilyn (1989) Broadcast Programming and Promotions Worktext. Focal

Press.

McAdams, Katherine & Ian Elliott (1996) Reaching Audiences. Allyn & Bacon

Orlik, Peter (1998) Broadcast/Cable Copywriting. Allyn & Bacon.

A1 This course will be an elective for students in the B.S. in Communications Media major.

A2 This course does not require changes in the content of existing courses or requirements for other programs.

A3 This course has not been offered previously by the Communications Media Department

A4 This course is not intended to be dual listed

A5 This course will not be offered for variable credit.

A6 Similar courses are offered at other institutions including:
SUNY-Plattsburgh offers a concentration in broadcast management and sales;