MEDIA MANAGEMENT & STRATEGY

RTV4800 Captsone Course in Business and Strategy

Overview

What you will learn

This course is designed to provide you with an overview of the fundamental concepts, characteristics, and business strategy in both legacy and digital media industries. You will be given an overview of the practical concepts and techniques in the following areas: branding and marketing, strategic management and planning, business intelligence and market research, digital marketing and analytics, consumers and media strategy, financial management, management and leadership, and innovations and decision-making

As this course will offer you the tool and knowledge about media management and strategic planning, the best teacher of this topic is still EXPERIENCE. That is, how you apply your acquired tool and knowledge. While it is impossible to replicate actual experience in the classroom, an effort will be made to include guest speakers, role-playing, case studies, and team projects for actual media organizations to make this class as realistic as possible.

WEIMER HALL 3215

Class Meeting Time:
Wednesday
12:50 PM - 3:50 PM

Office Hours:
Wednesday
10:30 AM - 12:30 PM

Instructor:
Sylvia Chan-Olmsted, PhD
Director of Media Consumer Research
chanolmsted@jou.ufl.edu
Weimer Hall 3063

Course Design

This course is comprised of lectures, presentations, online reading materials, and in-class discussions. Your class participation will be evaluated accordingly as a part of the final grade. You will be going to e-Learning and other online platforms frequently to gather information for market/audience analysis. You will also complete a quiz for each course module using the e-Learning platform. You will be learning by doing through various assignments with real world applications, including case analyses. The goal here is for you to learn useful skill sets that can be used in strategic planning and management settings across all industries, especially media, technology, and marketing/sales related professions.

You are expected to complete the required readings prior to the corresponding lectures. Readings are intended to augment rather than substitute for the lecture materials. There will be no textbook, but a Harvard Business Publishing coursepack that each student needs to purchase. You will also have to access e-Learning site regularly to review lectures, readings, and assignment information. Finally, you are strongly encouraged to read one or more of the following trade publications on a regular basis: Advertising Age, The Wall Street Journal, Multichannel News, Variety, Mashable.com, etc. Also read your instructor's Twitter posts (@UFBranding) often for up-to-date industry developments.

Tools

Slack (https://slack.com/): You will need to sign up for the team messaging/communication app, Slack. Install the app on both your laptop and smartphone since this will be the primary communication platform for your team and the class. Your instructor will send out an invite for you to join the class team. Please set up your account promptly and communicate with your class and research team using this platform. You can also share files and comment on all files on Slack directly.
Trello (https://trello.com/): You will need to also sing up for the project management app/system, Trello. This will be the primary vehicle for each team to organize their tasks, keep track of the project progresses, and share resources.

Course Policy

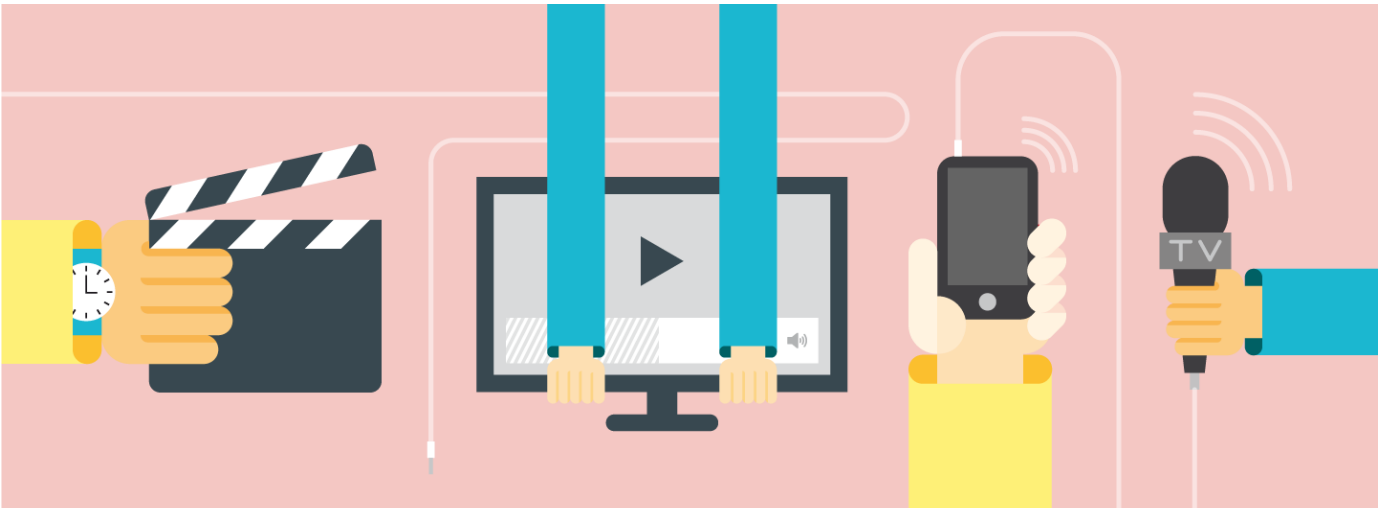
There will be a class attendance policy. You are allowed to miss two classes during the semester (you will want to save these for illnesses and emergencies). After that, your final grade will be impacted. Since we will have in-class discussions and module quizzes from lectures, attendance is critical for obtaining satisfactory grades. When you are absent, you are responsible for contacting classmates to find out before you return to class what you missed while you were gone. Any assignment turned in late will be assessed a five percent penalty per calendar day. With respect to assignments, it is assumed that you will present them professionally. This means that you will use proper grammar, word usage, spelling, and printing. Finally, academic honesty is expected on all assignments and exams. Cheating of any kind will not be tolerated.

Student Resources: https://drc.dso.ufl.edu; UF Student Honor Code: https://sccr.dso.ufl.edu/policies/student-honor-code-studentconduct-code/; UF Plagiarism Policyhttp://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf

Assignments

INDIVIDUAL EVALUATION
Case Analysis: You will review four cases that touch on business model, leadership, tech marketing, and international media expansion. The cases will be available from the HBP online packet. You will read the cases prior to the designated class and take turns leading the case discussions (in groups). Each student should prepare a one-page case brief for the case and hand it in in class. The case discussion would be part of participation grade.
Module Quizzes: You will complete five online quizzes this semester based on the lecture/reading material.

TEAM EVALUATION
Innovation Simulation: This team assignment focuses on the idea generation aspect of innovation for a news brand. Your team performance will be based on the simulation results and the in-class briefing/presentation.
Consumer Research Assignment: You will conduct media consumer interviews and prepare a team report about the results. The focus in on media technology and trust.
Media Brand Audit Project (team): You will conduct a brand audit for a real media/tech brand and prepare the audit report/presentation at the end of the semester.



Grading

Participation/attendance: 15%
Case analysis briefs: 10%
Module quizzes: 25%
Consumer research: 15%
Online simulation: 10%
Media brand audit: 25%

A (93-100%)
A- (90-92.99%)
B+ (87-89.99%)
B (83-86.99%)
B- (80-82.99%)
C+ (77-79.99%)
C (73-76.99%)
C- (70-72.99%)
D+ (67-69.99%)
D (63-66.99%)
D- (60-62.99%)
E (below 60%)

Schedule (tentative)

1/8 The new media landscape and project overview
1/15 The new management paradigm/business model; strategic planning
1/22 Analytics and competitive intelligence; case analysis 1
1/29 Market and consumer research; insights and management decisions
2/5 Marketing and branding basics; consumer research meeting/review
2/12 Brand management
2/19 Social media and content marketing
2/26 Consumer research result briefing; case analysis 2
3/4 Spring break
3/11 Management principles; case analysis 3
3/18 Leadership; online simulation briefing
3/25 Financial management
4/1 Communication and decision-making; case analysis 4
4/8 Innovation and ideation
4/15 Brand audit meeting in class
4/22 Brand audit presentation (report due on 4/29)