

RTV4800 Telecom Management (Business and Strategy) Capstone



Spring 2016

Meeting Time: Wednesdays 12:50-3:50

Classroom: Weekly in Weimer 3215C (AHA Lab)

Office Hours: 10 am - 12 pm Wednesdays

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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
- 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.

Why you should learn about media management and strategy

An understanding of the consumer and business aspect of media industries will open the door of employment to you (assuming that you have the talent and the enthusiasm for this business). I believe in the four elements of success: *knowledge of the business, resourcefulness, analytical skills, and enthusiasm*. In this business learning setting, you will be given ample opportunities to build and practice these four qualities.

How you will learn

Lectures and discussions. This course is comprised of lectures, group presentations, online reading materials, and in-class discussions. Your class participation will be evaluated accordingly as a part of the final grade.

eLearning. You will be going to eLearning and other online platforms frequently to gather information for market and audience analysis. You need to learn to be resourceful in acquiring the right information in this vast data land. You will also need to check the e-learning course site regularly for new materials posted.

Projects. You will be learning by doing through various assignments with real world cases and data. It is assumed that you will be proficient in accessing market/audience data from Nielsen/Nielsen Audio data services and other audience/consumer analytics platforms.

Readings. 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. You should find time to read the articles from your instructor's Twitter postings. These articles will provide real world examples of marketing and management concepts and strategies.

Devotion of effort and time. You will have to devote a lot of your time for this class if you want to complete quality assignments. The process will be fun, rewarding, but also time and energy consuming.

Material to help you learn

Textbooks: Hollifield, Wicks, Sylvie, and Lowrey, Media Management: A Casebook Approach (5th edition); Schmidt and Rosenberg, How Google Works.

Required Online Reading: You are required to read the assigned online readings corresponding each lecture on the UF eLearning site, and subscribe to two industry

news listservs: Cynopsis and Cynopsis Digital. Please go to www.cynopsis.com to sign up for the quick news update sent directly to your inbox. Make sure the news updates are not treated as junk mails. You will also need to make sure that your Nielsen and Hootsuite sites are functional.

Web Portal and Lab-Based Audience Data: You will have access to the current audience data from two local markets in Florida through Nielsen Audio's web portal and Nielsen's Arianna system (Weimer Hall lab) for your projects. You will also be given access to various digital analytics platforms for data acquisition.

e-Learning Website: You will have to access RTV4800's e-Learning site regularly to review lectures, readings, and assignment information.

Recommended Reading: You are strongly encouraged to read one or more of the following trade publications on a regular basis: *Broadcasting & Cable*, *Advertising Age*, *The Wall Street Journal*, *Multichannel News*, *Variety*, Mashable.com, etc. Read your instructor's Twitter posting on a daily basis.

How you will be evaluated

There will be two assignments and a group project in addition to two exams. Specifics regarding deadlines and details of the assignments will be given at least seven days prior to their due dates. Exams and assignments will be based on material from lectures, discussions, the textbook and assigned reading, including those assigned as part of a class discussion.

I do not have a class attendance policy. However, since most exam questions will come from lectures, attendance is critical for obtaining satisfactory grades. As a matter of fairness, the instructor will not re-lecture or answer review questions from the lectures that a student has missed. When you are absent, you are responsible for contacting classmates to find out before you return to class what you missed in RTV4800 while you were gone. This includes not only subject-matter content (lectures, class discussion, and the like) but also administrative announcements. Your in-class participation to the lectures or/and case studies will be part of the grade evaluation.

Grade Components		Final Letter Grades and %	
Exam I	20%	A	93-100%
Participation	15%	A-	90-92.99%
Marketing/Sales/ Digital Projects	20%	B+	87-89.99%
Strategic Plan Project	25%	B	83-86.99%
--Oral Presentation	5%	B-	80-82.99%
--Strategic Plan Report	20%	C+	77-79.99%
Exam II	20%	C	73-76.99%
		C-	70-72.99%

D+	67-69.99%
D	63-66.99%
D-	60-62.99%
E	below 60%

No extra credit projects will be available. No early exams will be given. If you have an accident or an illness--or if there is an accident, serious illness, or death in your immediate family (no aunts-by-marriage with a cold)--that prevents you from taking the examination at the scheduled time, you may take it after you return to school, provided: 1) you notify the instructor BEFORE the exam by telephone, if you cannot reach the instructor by phone, you must call the Telecommunication office and leave a message for the instructor as early as possible; 2) you see the instructor in her office to make arrangements to take a makeup examination *at her convenience*; 3) the examination to be taken within one calendar week of the day you return to school. Unexcused absences for an exam will result in a grade of zero.

All assignments, including the group project, are due at the beginning of class on their specified dates. Any assignment turned in late will be assessed a five percent penalty per calendar day. Additionally, 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.

Guest speakers will be invited to this class throughout the semester. Relevant information provided by these speakers will be included on exams. You will be expected to be attentive and courteous towards our guests.

RTV4800 Class Schedule

WEEK	TOPIC	ASSIGNED READING	IMPORTANT DUE DATES & NOTES
1/6	<ul style="list-style-type: none"> The new management paradigm The digital-driven media landscape Project overview 	Google: Introduction MM: Chapter 4 Entrepreneurship	
1/13	<ul style="list-style-type: none"> Strategic management and planning 	Google: Strategy MM: Chapter 5 Planning and PM	
1/20	<ul style="list-style-type: none"> Business Intelligence, research, and analytics 	MM: Chapter 7 Market Analysis and Chapter 8 Marketing and Research	
1/27	<ul style="list-style-type: none"> Media industry overview and analysis 		
2/3	<ul style="list-style-type: none"> Digital media consumer strategy 		Assignment I due
2/10	<ul style="list-style-type: none"> Brand management and marketing 		
2/17	<ul style="list-style-type: none"> Digital marketing basics and analytics 		
2/24	Exam I		
3/2	Spring Break		
3/9	<ul style="list-style-type: none"> Leadership, culture, and motivation 	MM: Chapter 1 Leadership and Chapter 2 Motivation Google: Culture	Assignment II due
3/16	<ul style="list-style-type: none"> Communication, decision-making, and innovation 	Google: Decisions, Communications, and Innovation MM: Chapter 6 Innovation	
3/23	<ul style="list-style-type: none"> Financial management 		
3/30	<ul style="list-style-type: none"> Human resources and your career 	Google: Talent MM: Chapter 3 Workforce	
4/6	<ul style="list-style-type: none"> Project meeting Reflection and conclusion 	Google: Conclusion	
4/13	Strategic Plan Group Presentations		All strategic plans due on 4/18
4/20	Exam II		