RTV 6801: Telecommunication Management

Spring 2016 (section 0726)
Meets: Tuesdays 9:35a-12:35p (3’-5th periods); Weimer 1074
Instructor: A.J. Coffey, Ph.D.
Office: 2042 Weimer
Phone: 392.6522
Email: acoffey@jou.ufl.edu
Office Hours: Tues. 2-4pm, Thurs. 1-3pm

Objectives:
1) To understand foundational theory of media management;
2) To be able to apply this theory effectively to solve industry and workplace problems;
3) To understand trends and issues affecting management of the electronic media industry;
4) To understand, interpret, and practice both qualitative and quantitative research methods common to management for use in scholarship and industry;
5) To be able to interpret secondary data (e.g. ratings, shares, industry reports) and to apply this information effectively and strategically;
6) To be able to think creatively and strategically in order to successfully manage and lead.

Required Texts:
Course Pack: RTV 6801 from BookIT on 13th St. & University Ave. (near Holiday Inn)

Recommended Texts:

Other Recommended Reading: Multichannel News and Advertising Age, both of which offer free online subscriptions. Other well-known and useful trade publications include Television Week, Broadcasting and Cable, and Electronic Media. The Wall Street Journal and New York
Times are recommended, as are Business Week, Inc., and The Economist. All have frequent in-depth articles on the media industry and managerial issues.

Web Sites:  
http://www.nielsenmedia.com  
http://www.comscore.com/  
http://www.fcc.gov  
http://www.tvweek.com  
http://www.broadcastingcable.com  
http://www.radioink.com  
http://www.businessweek.com/managing

Grading
A  94-100%
A- 90-93.95
B+ 87-89.95
B  84-86.95
B- 80-83.95
C+ 77-79.95
C  74-76.95
C- 70-73.95
D+ 67-69.95
D  64-66.95
D- 60-63.95
E  Below 60

Evaluation
Case Briefs  30%
Research Proposal  8%
Manager Critique  15%
Final Paper  35%
Final Presentation  5%
Participation and Preparation  7%

Written Work
All written work is due at the time of class on the stated due date, and must be submitted via the Assignment function (TurnItIn) on our course Canvas (E-Learning) site by this time. (Please also turn in a hard copy on the day of class.) Please double-space all work and use APA style.

Academic Honesty
Familiarize yourself with the University of Florida’s academic honesty policy. (They can be found at http://www.dso.ufl.edu/sccr/) You should not be here unless you are prepared to do your own original work. If I discover that you have been academically dishonest in this class in any way, I will fail you (for the semester).

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. “I didn’t realize that was plagiarism” is not an acceptable response, and will not excuse you from academic dishonesty violations, if found. While you are responsible
for reading and understanding UF’s policy in its entirety, examples of academic dishonesty include:

- Using phrases or quotes from another source without proper attribution
  - For purposes of this class, five or more words (verbatim) from a source without proper attribution will be considered plagiarism.
  - This can also include omitting quotation marks around verbatim content, even if source is noted with in-text parenthetical citation.
- “Forgetting” to source material you use (same as above, intentional or not)
- Passing off others’ ideas as your own
- Turning in the same assignment or paper for two courses, i.e. “dual submission.” (While this might be tolerated in other classrooms, it will not be tolerated here.)
- Stealing and/or copying other students’ work, whether on a test or assignment
- Bribery
- Fabrication of material

Support Services

Academic Help: Additional services are available at:
The Teaching Center
The Reading and Writing Center
SW Broward Hall, 392-2010
http://teachingcenter.ufl.edu

Disability Resources: If you have a disability that you believe will affect your performance in this class and/or need special accommodations, please see me. Additional information and services are available at:
UF Disability Resource Center, 392-8565
http://www.dso.ufl.edu/drc/

(Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.)

Academic and Personal Counseling: UF Counseling and Wellness Center
Ph. 392-1575
3190 Radio Road
http://www.counseling.ufl.edu/cwc/Counseling-Services.aspx

Course Evaluation
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results.
## Weekly Plan (subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Due</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Jan. 5</td>
<td>Course Intro</td>
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<td></td>
<td>Introduction to Media Management</td>
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<td>Jan. 12</td>
<td>Media Management and Leadership</td>
<td>“Get to Know You” forms</td>
<td>Begin reading C-Scape.</td>
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<td>Jan. 19</td>
<td>Discuss C-Scape (modern media environment), Parts 1-2</td>
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<tr>
<td>Jan. 26</td>
<td>C-Scape, Parts 3-4</td>
<td>1/26: Research Paper Proposal</td>
<td>(Turn in via Canvas and hard copy in class.)</td>
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<td>Intro to Structural Theory and Strategy</td>
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<td>Feb. 2</td>
<td>Structural Theory and Strategy</td>
<td>Case brief #1</td>
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<td>Feb. 9</td>
<td>Branding</td>
<td>Case brief #2</td>
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<td>Feb. 16</td>
<td>Promotion &amp; Marketing</td>
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<td>Feb. 23</td>
<td>Market Analysis, Media Measurement, and Decision Making</td>
<td>Case brief #3</td>
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<td>Mar. 1</td>
<td>NO CLASS</td>
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<td>SPRING BREAK</td>
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<td>Mar. 8</td>
<td>Transnational Media Management</td>
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<td>Mar. 15</td>
<td>The Media Labor Force, Newsroom</td>
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<td>Mar. 22</td>
<td>Mgmt., and Public Broadcasting</td>
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<td>Mar. 29</td>
<td>Organizational Culture</td>
<td>Case brief #4</td>
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<td>Apr. 5</td>
<td>Innovation and Value Creation</td>
<td>Case brief #5</td>
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<td>Apr. 5</td>
<td>Entrepreneurship and Market Entry</td>
<td>4/5: Manager Critique (Turn in via Canvas and my mailbox by 5pm.)</td>
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<td>Apr. 12</td>
<td>Managing Change</td>
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<td>Other readings TBA</td>
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<td>Apr. 19</td>
<td>NO CLASS</td>
<td>Dr. Coffey @ BEA conference. Work on final papers, presentations.</td>
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<td>Apr. 27 (Wed.)</td>
<td>Research Presentations, 5:30-7:30pm</td>
<td>Due: Final Papers; Research presentations (Bring hard copy to class, upload digital version to Canvas).</td>
<td>Location: Our classroom (Weimer 1074)</td>
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