

TELECOM MANAGEMENT

RTV4800 Captstone 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 1070

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
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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 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. You will be learning by doing through various assignments with real world applications. 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 markets.

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. The course textbooks are: Hollifield, Wicks, Sylvie, and Lowrey, *Media Management: A Casebook Approach* (5th edition); Schmidt and Rosenberg, *How Google Works*. You will 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 post (@UFBranding) on a daily basis.

Course 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 sign 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.

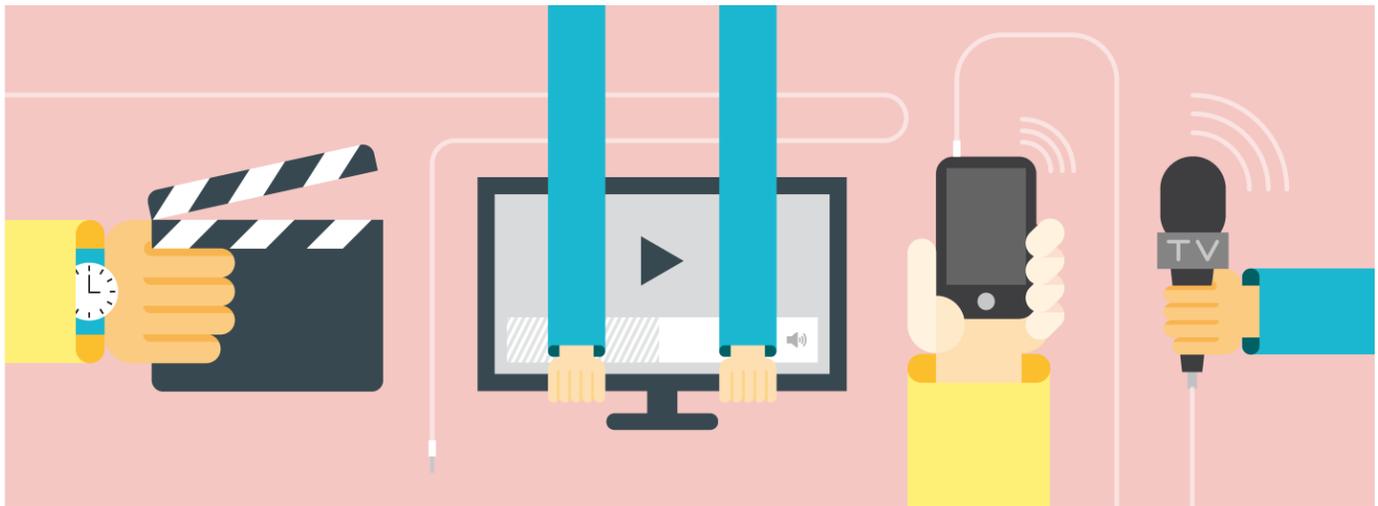
Course Evaluation

There will be a total of two individual and one group assignments in addition to two exams. Specifics regarding deadlines and details of the assignments will be given in class. Exams and assignments will be based on materials from project info presented, 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.

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.



Grading

Exam 1: 20%
 Exam 2: 20%
 Media consumer assignment: 15%
 Media marketing assignment: 15%
 Strategic plan group project: 20%
 Participation: 10%

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

1/9
 The new management paradigm, digital-driven media landscape, and project overview (Google: introduction; MM: Chapter 4)

1/16
 Strategic management and planning (Google: Strategy; MM: Chapter 5)

1/23
 Business intelligence, research, and analytics (MM: Chapter 7 and 8)

1/30
 Media industry overview and analysis, digital media consumer strategy

2/6
 Brand management and marketing (Media marketing assignment due)

2/13
 Digital marketing basics and analytics

2/20
 Leadership, culture, and motivation (MM: Chapter 1 and 2; Google: Culture)

2/27
 Exam I

3/6
 Spring break

3/13
 Team project meetings (Media consumer assignment due)

3/20
 Communication, decision-making, and innovation (Google: Decisions, communications, and innovation; MM: Chapter 6)

3/27
 Financial management

4/3
 HR and your career (Google: Talent; MM: Chapter 3)

4/10
 Project meeting/reflection/conclusion (Google: Conclusion)

4/17
 Strategic plan team presentations (all strategic plans due)

4/24
 Exam II