

MANAGEMENT & STRATEGY CAPSTONE – RTV 4800

COURSE INFO

Class: #26080 | Section: MNGT

Meeting time: Tuesdays, Periods 7-9; 1:55 PM – 4:55 PM

Meeting place: Weimer 1090

Instructors: **Kim Fowler** | Office: 1011 Weimer | Phone: 352-273-4179 | k.fowler@ufl.edu

Office hours: Tuesdays, 12:30 PM-1:30 PM and Wednesdays 2:00 PM-3:00 PM

COURSE OVERVIEW

This course is designed to provide you with an overview of the fundamental concepts, characteristics, and business strategy in an evolving media industry. You will be given an overview of the practical concepts and techniques in the following areas: media audience analytics, content distribution, and media placement.

While this course will offer you tools and knowledge about media management and strategic planning, the best teacher of this topic is still EXPERIENCE. How you apply the skills and knowledge you've learned are what will help define your path in the industry. There is no substitute for professional experience, however, this course strives to replicate real-world situations and prepare you for the professional world.

COURSE DESIGN

This course is comprised of lectures, presentations, reading materials, and in-class discussions. Your class participation will be evaluated accordingly as a part of the final grade. You will be using multiple online data sources to gather information for market/audience analysis. 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 media, entertainment, 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 course pack that each student needs to purchase.

You will also have to access Canvas regularly to review lectures, readings, and assignment information.

ASSIGNMENTS

TEAM WORK

Audience Analytics Analysis: You will conduct consumer research on entertainment/media company consumers.

Media Brand Audit and Media Sales Project: You will conduct a brand audit and evaluate the best media placements based on target audience analysis.

INDIVIDUAL WORK

Content Distribution and Programming Analysis: You will review distribution options for entertainment content.

Case Analysis: You will review cases that touch on the topics of business models and operation, analyzing audience trends, and entertainment content strategies. The cases will be available from the Harvard Business Publishing online packet. You will read each case prior to the designated class and participate in the discussions in class. Each student should prepare a one-page case brief and upload it before the class on the due date.

COURSE SCHEDULE

Week 1	8/26/25	Course Introduction
Week 2	9/2/25	Entertainment media/Audience Analysis Project Kickoff
Week 3	9/9/25	Research tools and databases
Week 4	9/16/25	Group Work – Case Study 1 due
Week 5	9/23/25	Audience Analysis Project Presentations
Week 6	9/30/25	Content Distribution and Usage Rights
Week 7	10/7/25	Analyzing Media Fit and Target Audience Connections to Platforms
Week 8	10/14/25	Individual Project Work – Content Distr. and Programming Analysis Case Study 2 due
Week 9	10/21/24	Content Distribution Presentations

Week 10	10/28/25	Branding and Media Sales – Kickoff Project
Week 11	11/4/25	Group Work and Case Study 3 due
Week 12	11/11/25	No Class – Veterans Day
Week 13	11/18/25	Progress Feedback
Week 14	11/25/25	No Class - Thanksgiving
Week 15	12/2/25	Brand and Media Sales Presentations

- Syllabus subject to change as needed. Students will be informed of any changes in a timely manner.

GRADING

Grades will be determined by a mix of individual work, team projects, in-class participation, and peer evaluations for group-work. We will be covering a lot of important aspects in each class, so attendance is imperative for your success in this course.

The breakdown of grades is as follows:

Audience Analysis Project: 25%

Content Distribution Project: 20%

Brand and Media Sales Project: 25%

HBP Case studies: 20%

Peer Evaluations and Participation: 10%

UF'S GRADING SCALE

<u>Final Letter</u>	<u>Percentage (%)</u>
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below

COURSE COMMUNICATION

Communication is an important aspect of working in a professional setting. Students are encouraged to ask questions and offer observations in class. While it can be intimidating to share ideas and it can feel vulnerable to ask questions, we want this to be a safe place for students to learn – both from your instructors *and* each other. Additionally, your input is important! It not only helps guide our discussions, but it also makes our class more interesting. Second, communicating in group settings will help prepare you for future work situations where conversations are used to help solve challenges. Importantly, communication in class, in group-work, and via emails or in peer evaluations should always be respectful and purposeful.

Students are encouraged to reach out to instructors if there are any concerns, questions, or conversations that need to be had outside the classroom. The best way to reach the instructors outside of class meeting times is via email or during office hours. If you cannot meet during office hours, please do not hesitate to request a time to meet at a different time. Please email via [Canvas](#) or UF email.

COURSE POLICIES

ATTENDANCE

Attendance is mandatory as this course only meets once per week and this semester. Please plan to attend all meetings as we will work on projects inside and outside of class time and it will be very difficult to catch up on missed classes. If you are not able to attend a class meeting for a serious reason, please notify the instructors before class via Canvas or Email and refer to the UF [attendance policy on excused absences](#). Failure to attend class will affect your participation grade. There may be weeks where we move to online, but a zoom link will be provided.

COMPUTER AND SOFTWARE

Weekly meetings will take place in person in Weimer 1090 on the first floor. If you have a laptop, I encourage you to bring this to class for note-taking (if you prefer digital) and also because we will be working in class and there will be times it's needed for group work. You should be familiar with Microsoft Office tools, either in apps or online.

TEXTBOOK AND READING MATERIALS

There is no required textbook for this course. You will be required to purchase a reading pack from Harvard Business Publishing, which will be provided in Canvas. Any additional reading materials will be provided via Canvas by the instructor.

UF POLICIES

ACADEMIC POLICIES:

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [See the “Get Started With the DRC” webpage on the Disability Resource Center site.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Information on current UF grading policies for assigning grade points. This may be achieved by including [a link to the University grades and grading policies.](#)

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

- The email they receive from GatorEvals
- Their Canvas course menu under GatorEvals
- The central portal at <https://my-ufl.bluera.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

THE UNIVERSITY'S HONESTY POLICY REGARDING CHEATING, PLAGIARISM, ETC.:

UF students are bound by The Honor Pledge which states “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [See the UF Conduct Code website for more information.](#) If you have any questions or concerns, please consult with the instructor or TAs in this class.

IN-CLASS RECORDING:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal education use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and deliver by an instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentation such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless, of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

STUDENT RESOURCES

ACADEMIC RESOURCES:

E-learning technical support: Contact the [UF Computing Help Desk](#) at [352-392-4357](tel:352-392-4357) or via e-mail at helpdesk@ufl.edu.

[Career Connections Center](#): Reitz Union Suite 1300, [352-392-1601](tel:352-392-1601). Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources. Call [866-281-6309](tel:866-281-6309) or email ask@ufl.libanswers.com for more information.

[Academic Resources](#): 1317 Turlington Hall, Call [352-392-2010](tel:352-392-2010), or to make a private appointment: [352-392-6420](tel:352-392-6420). Email contact: teaching-center@ufl.edu. General study skills and tutoring.

Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, [352-846-1138](tel:352-846-1138) | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

Academic Complaints: Office of the Ombuds; [Visit the Complaint Portal webpage for more information.](#)

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): [View the Student Complaint Procedure webpage for more information.](#)

UF Student Success Initiative: Visit <https://studentsuccess.ufl.edu/> for resources that support your success as a UF student.

CAMPUS HEALTH AND WELLNESS RESOURCES:

UF Whole Gator Resources: Visit <https://one.uf.edu/whole-gator/discover> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.

