

## RTV4800 Telecommunication Management (Telecom Planning and Operations)

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**Spring 2013**

**Meeting Time:** Tuesdays 9:35-11:30 & Thursdays 10:40-11:30

**Classroom:** Weimer 1078

**Office Hours:** Tuesdays & Thursdays 12-2 pm

**Professor:** Sylvia M. Chan-Olmsted, Ph.D.

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### What you will learn

Telecommunication Planning and Operations is designed to provide you with an overview of the fundamental concepts, characteristics, and business administration in telecommunications industries. You will be given an overview of various telecommunication industries and introduced to the practical concepts and techniques in the following areas:

- Brand Marketing
- Strategic Management
- Selling and Sales Management
- Technology and Management
- Social Media Management
- Financial Management
- Management and Leadership
- Strategic Planning

As this course will offer you the tool and knowledge about telecommunication planning and operations, 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 planning & operations

An understanding of the business aspect of telecommunication 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 online 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 the Arbitron and Nielsen data services.

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 trade publications listed in your eLearning site and 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: 1) Sylvia Chan-Olmsted, Competitive Strategy for Media Firms, LEA, 2006 (required); 2) Stephen R. Covey, The 8<sup>th</sup> Habit, Simon & Schuster, 2004 (recommended)

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](http://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 [my.arbitron.com](http://my.arbitron.com) access is functional.

Web Portal and Lab-Based Audience Data: You will have access to the current audience data from two local markets in Florida through Arbitron's [my.arbitron.com](http://my.arbitron.com) and Nielsen's Arianna system (Weimer Hall lab) for your projects.

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*, etc. You may access many of these trade journals online via [my.arbitron.com](http://my.arbitron.com) and eLearning course site.

## How you will be evaluated

There will be various 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.

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. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: [accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu) Voice: 352-392-8565 x200

Grade Components		Final Letter Grades and %		**
Exam I	20%	A	94-100%	
Participation/In-Class	15%	A-	90-93.99%	
Marketing/Sales/ Syndication 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%	

Information on current University of Florida grading policies can be found at:  
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

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

(Subject to update)

<b>WEEK</b>	<b>TOPIC</b>	<b>ASSIGNED READING</b>	<b>IMPORTANT DUE DATES &amp; NOTES</b>
1/8	- Course Introduction - Project Examples and Overviews - Electronic Media Industry Overview - How to Analyze and Present Cases	<i>Chan-Olmsted: Chapter 1</i> <i>Online Readings</i>	
1/15	- Overview of Strategic Planning Process - Strategic Management Primer	<i>Chan-Olmsted: Chapter 2 &amp; 3</i>	
1/22	- Brand Management and Marketing	<i>Chan-Olmsted: Chapter 4</i>	
1/29	- Brand Management and Marketing	<i>Online Readings</i>	
2/5	- Online/Social Media Marketing and Branding - Internet Advertising Sales	<i>Online Readings</i>	Marketing Project due on Thursday in class
2/12	- Selling and Sales Management	<i>Online Readings</i>	
2/19	- Strategy and Competition in New Broadcast and multichannel industries	<i>Chan-Olmsted: Chapter 5 &amp; 6</i> <i>Online Readings</i>	Ad Sales Project due on Thursday in class
2/26	- Meeting and Review - Exam I	<i>Covey: The 8<sup>th</sup> Habit</i>	First exam on Thursday in class
3/5	- Spring Break	<i>Covey: The 8<sup>th</sup> Habit</i>	
3/12	- Strategy and Competition in Enhanced TV and Broadband Communications industries - Online Customer Relationship and Reputation Management	<i>Chan-Olmsted: Chapter 7 &amp; 8</i> <i>Online Readings</i>	
3/19	- Strategic Planning - Management and Leadership Style Assessment	<i>Online Readings</i>	
3/26	- Financial Management	<i>Online Readings</i>	Syndication Project due on Thursday in class
4/2	- Leadership Theories and Practices	<i>Online Readings</i>	
4/9	- Leadership Theories and Practices - Strategy and Competition in Global Media Conglomerates and Industry Trend Conclusions	<i>Chan-Olmsted: Chapter 3, 9 &amp; 10</i>	
4/16	- Strategic Plan Presentations		All Strategic Plans due on Thursday in class
4/23	- Exam II (Last Day of Class)		Second exam on Tuesday in class