

# RTV 4930: Media Sales & Marketing

## Course Syllabus

### Spring 2014

**Instructor:** Mr. Paul Gordon-Adjunct Instructor-UF CJC  
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Office Hours: by appointment

#### **Class Responsibilities:**

There is no assigned text. You will be assigned tasks regarding collection of information and data that you will present to the class or websites to which you will be directed. You will be also held responsible for content contained in class handouts, videos, and from class lectures and guest speakers.

#### **Classroom Demeanor**

This is an active participation class that requires students to arrive on time and be prepared for the topic of the day. Use of cell-phones, tablets, and computers or other technology in class, breaks, and decorum for speakers and guests in class will be established in the opening class periods. There will be significant opportunities for presentations and role-play within this class for which you will need to be prepared.

**Course Objectives:** This class is intended to introduce students to and illustrate the rapid change and expansion of media sales, and the efforts to professionalize the sales profession. Successful students should, at the end of this course, be able to understand:

- The scope of media in today's communication environment
- The role media sales plays in overall media businesses
- The development of sales process that supports professional media sales
- And identify media sales jobs in a marketplace
- The concept of audience as it relates to a medium's target
- And identify categories of businesses that would benefit from a media's audience targets
- And be prepared to pursue a position in media sales

**Course Requirements:** The course will consist of scheduled exams that will cover material located in the class lectures, student presentations, outside speaker's presentations, videos and class handouts. Those exams may include true/false, multiple choice, and short essay questions.

There will be frequent assignments for class discussion covering a variety of topics related to media sales. Some of those assignments will require material preparation that will be collected.

#### **Grading:**

|                     |            |
|---------------------|------------|
| Exams               | 40%        |
| Written Assignments | 40%        |
| Participation       | <u>20%</u> |
| Total               | 100%       |

**Attendance:** To extract the greatest value from this class and the topics, students will need to attend the class regularly. Attendance will be kept and I reserve the option to reduce a student's overall grade up to ½ letter grade in the event that unexcused absences exceed two.

An absence is excused for personal or family health conditions certified by a physician or counselor, a University-recognized holy day, certified University business or participation in a University sporting event, or a certified military obligation. Any other absence must be pre-approved by the instructor one week in advance of the event. In all other cases, you must notify the professor by 9 AM on that class day that you will be or were absent in order to be excused. Makeup work for excused absences will be due the next class. Turn it in the minute you walk in the door; I will not ask for it. Make sure this work is clearly marked.

**Policies for Late Work and Exams:** There will be no make-up examinations without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, let me know **immediately**, particularly if those problems might potentially hamper your class performance. Expect that late work will not be accepted.

**Support for Students with Challenges:** 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. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests for help after your performance has been negatively affected to be denied.

**Academic Honesty Guidelines:** The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

***The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."***

For complete information on current UF grading policies, please visit the following undergraduate catalog web page: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Online 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 <http://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>

### **Tentative Course Schedule:**

| <b>Time Period</b> | <b>Topics</b>                          |
|--------------------|--|
| Weeks 1-2          | Introduction to Course and Media Sales |
| Week 3             | Newspaper and other print              |
| Week 4             | Radio, Television & Cable              |
| Week 5             | Internet and other media               |
| Week 6             | Transition of media/Exam Review        |
| Week 7             | Exam 1/Sales Process                   |
| Week 8-10          | Sales Process/Review                   |
| Week 11            | Exam 2                                 |
| Week 12-13         | Sales Process (Role-play)              |
| Week 14-15         | Exam 3                                 |