



# PRL 2403: Management in communications Online Course / Summer 2 - 2011 (7/7 -8/10)

**Prerequisites:** Introduction to Mass Communication.

## Class calendar - DUE DATES

July 7 (R)	July 26 (T)
July 11 (M) <b>Post assignment 1 (5 pts)</b>	July 27 (W)
July 12 (T)	July 28 (R) <b>Chapter 4 and 6 - exam 2 (20 pts)</b>
July 13 (W)	August 1 (M)
July 14 (R) <b>Chapter 1 and 2 - exam 1 (20 pts)</b>	August 2 (T)
July 18 (M)	August 3 (W)
July 19 (T)	August 4 (R)
July 20 (W)	August 8 (M)
July 21 (R)	August 9 (T) <b>Chapter 7, 8, 9, and 11 - exam 3 (50 pts)</b>
July 25 (M) <b>Post assignment 2 (5 pts)</b>	August 10 (W)

## Dr. DiMarco

Mass Communication

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**Course links and file downloads at SJU Central: COM 2403 (this is the HUB for the online course)**

## Course Description

In this course, students explore the theory and practice of management in communications. Coverage includes examination of the management function within a mass media company. Students will learn the structure, theories, ethics, marketing and regulatory issues that guide management decision making in media organizations. 3 Credit hours

## Required Textbook and Materials

**books are available at SJU bookstore or online at [www.drDIMARCO.com/class](http://www.drDIMARCO.com/class)**

- Management of Electronic Media - 4th edition - by Alan Albarran
- Syllabus (Download from SJU central- Files section)
- Class Slides (Download from SJU central-Files section)

## Learner Objectives

Objectives:

After successfully completing the course, students will be able to:

- participate in online discussions and threaded emails.
- identify and define the purpose of management in communications.
- understand the complex structure and marketplace of electronic media.
- identify and define approaches to management and managing personnel.

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- understand programming strategy and distribution.
- identify and define the relevant regulatory influences in electronic media management

## Grading

### Writing Assignment Assessment (RUBRIC):

All writing assignments will be graded according to the following criteria (rubric). Each assignment will receive a rating from 1 to 4 (4= excellent, 3=acceptable, 2=acceptable with revisions, 1=unacceptable needs rewrite)

Spelling (all correct?)

Punctuation (all correct?)

Clarity of content (did you answer the question?)

**You must answer the questions thoughtfully.**

## Course Management and Expectations of Students:

**Special computer requirements:** St Johns Central access.

**Technical skills required of students:** St Johns Central access, Adobe Acrobat, Microsoft Word, Internet search and retrieval of documents

### How many times must you post to the MESSAGE BOARD?

The message board is for threaded discussions, not submitting assignments. There are 2 threaded discussion questions for this course. Two paragraphs maximum per post.

**TIME:** Post comments and assignments by the due date listed. Check the message board, email, and course site daily for messages, posts, and edited work. DEADLINES ARE IMPORTANT--Make them.

### SUBMITTING WRITING ASSIGNMENTS and EXERCISES:

• **Students will submit written exams and exercise answers as WORD documents (.DOC - DO NOT USE DOCX) through the FILES section of SJU CENTRAL to their NAMED FOLDER. The folder "SUBMIT YOUR WORK HERE", has a folder with your name in it.**

**\*\*MAKE SURE YOU SUBMIT WORK TO YOUR NAMED FOLDER.**

#### Instructions:

**Click on the arrow next to your named folder. Submit your Word Doc (.doc). You won't see the file, but I will. After I activate it, you will have access to see it graded.**

- These assignments will be marked up and graded in WORD using TRACK CHANGES and sent back for revision and resubmission. For exercises, post only the pages requested. Copy and paste the pages into a separate document for each assignment.
- Other daily "in class" assignments may be given out through email on any class day. Check email everyday. If you get dropped accidentally from the system, keep submitting work via email and keep communicating with me.

**\*\*\*\*ALL WRITTEN ASSIGNMENTS SHOULD BE POSTED TO YOUR NAMED FOLDER IN THE FILES SECTION OF SJU CENTRAL. (Word Docs - .doc) DO NOT USE .DOCX!**

**PLAGIARISM OR CHEATING OF ANY KIND WILL RESULT IN A FAILING GRADE OR A DROP FROM THE COURSE.**

Online Posts (2)	10 points
Chapter 1 and 2 - exam 1	20 points (7/14)
Chapter 4 and 6 - exam 2	20 points (7/28)
Chapter 7, 8, 9, and 11 - exam 3	50 points (8/9)
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	100 points

# Online Post Assignments

Late Posts Lose 50%.

## **Post Assignment #1**

**5 Points**

A company's management philosophy is evident in the culture of an organization. Choose one organization and review their Website to find information on management and their approaches. This may be on the human resources pages or about us page. Do some digging to find out about their corporate culture and management philosophy.

IN A POST - TOPIC - ASSIGNMENT 1 - Answer these questions

1. What is the company name, Website address (URL), industry, and location?
2. Describe what the Website provides about management, working there, and company culture.
3. What is the message provided by management at this company website?

DUE JULY 11 - noon.

## **Post Assignment #2**

**5 Points**

A company's management team is ultimately responsible for product sales. Choose one organization and review their Website to find information on product offerings. Media companies have multiple revenue streams and are constantly developing new products across vertical integrations. When a product fails financially (or doesn't blow up), it gets sold --MySpace was just sold by CBS....I wonder why?

Use a different company than in post 1 for this assignment.

IN A POST - TOPIC - ASSIGNMENT 2 - Answer these questions

1. What is company name, Website address (URL), industry, and location?
2. Describe what the Website provides about products and revenue streams.
3. What is the strongest area of the product line (broadcast, web, radio, etc.)? What is the newest or most emerging product line offered by the company?

DUE JULY 25 - noon.

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