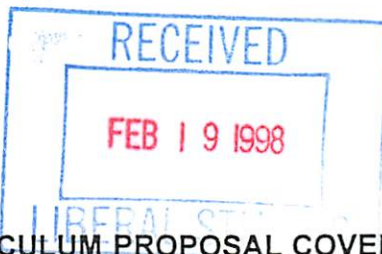


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Submission Date: _____

Action-Date: _____

97-52ff

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person B. Gail Wilson (BGWILSON) Phone X3210

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒	COURSE	<u>EM Program & Sales</u>
		Suggested 20 character title
☒	New Course*	<u>CM 305 Electronic Media Programming and Sales</u>
		Course Number and Full Title
☐	Course Revision	_____
		Course Number and Full Title
☐	Liberal Studies Approval +	_____
	for new or existing course	Course Number and Full Title
☐	Course Deletion	_____
		Course Number and Full Title
☐	Number and/or Title Change	_____
		Old Number and/or Full Old Title

		New Number and/or Full New Title
☐	Course or Catalog Description Change	_____
		Course Number and Full Title
☐	PROGRAM:	☐ Major ☐ Minor ☐ Track
☐	New Program*	_____
		Program Name
☐	Program Revision*	_____
		Program Name
☐	Program Deletion*	_____
		Program Name
☐	Title Change	_____
		Old Program Name

		New Program Name

III. Approvals (signatures and date)

B. Gail Wilson 12/15/97
Department Curriculum Committee

Scott P. O'Neil 12/15/97
Department Chair

John B. ... 2/18/98
College Curriculum Committee

John B. ... 2/18/98
College Dean

+ Director of Liberal Studies (where applicable)

... 2/18/98
*Provost (where applicable)

Part II. Description of the Curriculum Change

1. Syllabus of Record

I. Catalog Description

CM 305 - Electronic Media Programming and Sales

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: CM 150

This course explores two primary functions of the electronic media; providing programming for audiences and providing economic viability to media outlets by selling commercial time to clients. Students will explore topics such as program development, scheduling and promotion. The course will also explore the basic strategies used in the electronic media to sell commercial time and the use of audience and ratings analysis in the processes of programming and sales.

II. Course Objectives

At the conclusion of the course, the students will be able to:

- understand and execute the basic sales techniques used in the electronic media
- understand and apply terminology associated with electronic media sales, programming and ratings
- make a sales presentation for radio, television or cable
- understand the relationship between electronic media programming and ratings
- understand the relationship between electronic media sales and ratings
- understand and apply electronic media programming scheduling strategies

III. Course Outline

Week #1	(3 class hours) Introduction to course and discussion of requirements The programming marketplace networks & affiliates syndication cable television radio
Week #2	(3 class hours) Programming sources commercial television cable television commercial radio public broadcasting

- Week #3 (3 class hours)
Program Development for Commercial and Non-Commercial outlets
- Week #4 (3 class hours)
Program testing, audience testing & research
- Week #5 (3 class hours)
Influences on Programming Success
- Week #6 (3 class hours)
Program Scheduling Strategies
Programming changes & trends
- Week #7 (3 class hours)
Programming Ethics
Mid Term Test
- Week #8 (3 class hours)
Program Evaluation
Electronic Media Ratings and Research
Ratings and Sales Rates
- Week #9 (3 class hours)
Basic Selling Perspectives
Organization and Management of the Sales Department
- Week #10 (3 class hours)
Prospecting and Researching Clients
Working with Retail Businesses
- Week #11 (3 class hours)
Agency/Service Selling
Network, Syndication and Station Rep Firms
- Week #12 (3 class hours)
The Sales Presentation
 attitude and ethics
 presentation skills
- Week #13 (3 class hours)
Selling specialty Programs and Promotions
 sports
 political
 news and information
- Week #14 (3 class hours)
Group Presentations

Final Examination as Scheduled

IV. Evaluation Methods

Grades will be determined by the successful completion of four case studies, one group project (dealing with electronic media programming and sales issues) and two tests.

Assignments:

Four case studies	4X25	=	100 points (25% of total)
One group project	1X100	=	100 points (25% of total)
Two tests	2X100	=	200 points (50% of total)
Total points possible		=	400 points

Grading Scale: Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
below 60%	=	F

V. Required Textbooks, supplemental books and readings

Required textbooks:

Eastman, Susan Tyler & Ferguson, Douglas (1997) Broadcast/Cable Programming
Warner, Charles & Buchman, Joseph (1993) Broadcast and Cable Selling

VI. Special resource requirements

None

VII. Bibliography

Book, Albert and Norman Cary (1989) The Radio and Television Commercial. NTC Business Books

Buzzard, Karen (1992) Electronic Media Ratings. Butterworth-Heinemann

Czech-Berkerman, Elizabeth Shimer (1991) Managing Electronic Media. Focal Press

Hagerman, William (1990) Broadcast Advertising Copywriting. Focal Press.

Haskins, Jack and Alice Kendrick (1993) Successful Advertising Research Methods. NTC Business Books.

Heighton, Elizabeth and Don Cunningham (1994) Advertising in the Broadcast and Cable Media. Wadsworth

Keith, Michael (1987) Radio Programming. Focal Press

Matelski, Marilyn (1989) Broadcast Programming and Promotions Worktext. Focal Press.

McAdams, Katherine & Jan Elliott (1996) Reaching Audiences. Allyn & Bacon

Orlik, Peter (1998) Broadcast/Cable Copywriting. Allyn & Bacon.

Schulberg, Bob (1990) Radio Advertising Handbook. NTC Business Books

Course Analysis Questionnaire

Section A: Details of the Course

- A1 This course will be an elective for students in the B.S. in Communications Media major.
- A2 This course does not require changes in the content of existing courses or requirements for other programs.
- A3 This course has not been offered previously by the Communications Media Department.
- A4 This course is not intended to be dual-level.
- A5 This course will not be offered for variable credit.
- A6 Similar courses are offered at other institutions including:
SUNY-Plattsburgh offers a concentration in broadcast management and sales;
Shippensburg University - Current Strategies in Broadcast Programming and Broadcast Sales and Advertising
University of Tennessee-Knoxville - Radio/Television Sales
Northern Kentucky University - Broadcast Programming and Broadcast Sales and Advertising.
- A7 The content of this course is not required by any accrediting agency.

Section B: Interdisciplinary Implications

- B1 This course will be taught by one instructor from the Department of Communications Media.
- B2 DE 333, Principles of Selling is listed in the 1997-98 course catalog. While there might be some overlap with the sales component of this course, CM 305 is specific to sales for the electronic media.
- B3 Seats for Continuing Education students will be available as needed.

Section C: Implementation

- C1 Faculty resources are adequate. This course will be offered once a year to replace other courses being deleted in the over all curriculum revision and is being accommodated in the faculty rotation plan provided.
- C2 Current resources are adequate to teach this course. No new resources are required.
- C3 No resources for this course are funded by a grant.
- C4 It is expected this course will be offered once a year. There are no seasonal restrictions on the offering of this course.
- C5 One section of this course will be offered during the semester.
- C6 Thirty to 35 students will be accommodated in each section. The enrollment is limited by the number of writing assignments required and time needed during class for group presentations.
- C7 No professional society recommends enrollment limits on the course.

Section D: Miscellaneous

Not applicable