



Midwestern State University  
MASS COMMUNICATION  
MEDIA MANAGEMENT – MCOM 34313  
SPRING 2019: FA D202, MWF 9-9:50AM

#### Contact Information

Instructor: Jonathon Quam

Office: Fine Arts D105

Office hours: MW 10AM-11AM, TR 8AM-9AM, 11AM-12PM, M 1PM-3PM, F 10AM-12PM

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#### Course Description

This class is designed to give the student an understanding of the leadership, financial, legal, ethical and technical aspects of handling electronic and digital media in the 21<sup>st</sup> Century. Through this course students will learn the principles of management, management needs, and characteristics of leadership in the broadcast, cable, telecommunication, and Internet industries. Upon completion of this course students should demonstrate, through class discussions and exams, an enriched understanding of the organizational and economic structures of the major media industries. This is a seminar based class where interaction is essential.

Required Text: **Strategic Management in the Media: Theory to Practice** (2<sup>nd</sup> ed.), Lucy Küng, 2017

#### Student Handbook

Refer to: [Student Handbook 2017-18](#)

#### Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

Plagiarism: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a

class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Any writing that is not the work of you or your group members is plagiarism. Students in this course are expected to adhere to the MSU Student Honor Code.

### Grading

Assignments	Percent age
Media Project/Paper	20
Presentation	15
Case Studies	25
Weekly Articles/Quizzes	15
Participation	10
Final Paper	15

Late work will not be accepted. Projects are to be turned in at the beginning of class on the date they're due. Any late work will receive a failing grade. Please see the professor in advance if extenuating circumstances require an extension. Extensions are granted at Professor Quam's discretion. Grading will be based on your comprehension and use of theory, methodology, and technique discussed in class.

Senior Portfolio Requirement: Please note that all mass communication majors are required to submit a portfolio as part of their Internship course (Internship is a prerequisite to Senior Production). This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required.

As you go through this and other classes, you are responsible for saving course work that could be included in your senior portfolio.

Please see me, your adviser, the department chair or any mass communication faculty member for handouts with more information ("Mass Communication Portfolio Competencies" and "Mass Communication Portfolio FAQ"). These handouts are also available on our department web page: <http://finearts.mwsu.edu/masscomm/>.

Course Activities: This class will consist of lectures, in and out of class screenings, and writing assignments.

Course Materials and Readings: In addition to the recommended chapters in the text, a number of current articles will be distributed, usually via D2L (these will be required readings).

Refer to: [Drops, Withdrawals & Void](#)

#### Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance: Each student will be allowed 2 absences for any reason. If you are to be absent on the date a project is due, you must still turn your project in to me on time. Beyond these two absences, the student will lose 25% of their final semester grade for any absences for any reason that is not university approved. Missing a presentation day will result in a failing grade on that presentation.

- **THE INSTRUCTOR'S RECORDS REGARDING ABSCENCES ARE THE ONLY ONES THAT COUNT AND IT IS THE STUDENTS' RESPONSIBILITY TO CHECK IN IF LATE.**

Withheld Grades/Semester Grades Policy: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Course Conduct: Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom.

### Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

### Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### Services for Students With Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to <http://www.mwsu.edu/student-life/disability>.

### College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law

for any offenses involving illicit drugs on University property or at University-sponsored activities.

### Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [Undergraduate Catalog](#)

### Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

### Course Schedule:

<b>Week 1</b> 1/14 – 1/18	<b>Course Introduction: Tuning in to Electronic Media</b> <b>Lecture: Introduction to Media Industries</b>  <b>Screen: <i>Spotlight</i> (2016)</b>
<b>Week 2</b> 01/21 – 01/25	<b>Lecture: Leadership</b>
<b>Week 3</b> 01/28 – 02/01	<b>Reading: Chapters 1 &amp; 2</b>  <b>Lecture: The Field of Strategy</b>
<b>Week 4</b> 02/04 – 02/08	<b>Reading: Chapters 1 &amp; 2</b>  <b>Lecture: The Field of Strategy</b>
<b>Week 5</b> 02/11 – 02/15	<b>Reading: Chapter 3</b>  <b>Lecture: Strategic Concepts</b>
<b>Week 6</b> 02/18 – 02/22	<b>Reading: Chapter 4</b>  <b>Lecture: Strategic Responses to Technological Change</b>

<b>Week 7</b> 02/25 – 03/01	<b>Reading: Chapter 4</b>  <b>Lecture:</b> Strategic Responses to Technological Change
<b>Week 8</b> 03/04 – 03/08	<b>Reading: Chapter 5</b>  <b>Lecture:</b> Role of Creativity in Media
<b>Week 9</b> 03/11 – 03/15	<b>Reading: Chapter 5</b>  <b>Lecture:</b> Creative Teams
<b>Week 10</b> 03/18 – 03/22	<b>SPRING BREAK</b>
<b>Week 11</b> 03/25 – 03/29	<b>Reading: Chapter 6</b>  <b>Lecture:</b> Inter-organizational Cultures
<b>Week 12</b> 04/01 – 04/05	<b>Reading: Chapter 7</b>  <b>Lecture:</b> Organizational Structures
<b>Week 13</b> 04/08 – 04/12	<b>Reading: Chapter 8</b>  <b>Lecture:</b> Leadership
<b>Week 14</b> 04/15 – 04/19	<b>Reading: Chapter 8</b>  <b>Lecture:</b> Leadership
<b>Week 15</b> 04/22 – 04/26	<b>PRESENTATIONS</b>

<b>Week 16</b> 04/29 – 05/03	<b>PRESENTATIONS</b>  <b>FINAL REVIEW</b>
<b>Week 16</b> 05/06 – 05/11	<b>FINALS WEEK</b>  <b>Final: 05/06, 8AM</b>