

Fayetteville State University
College of Humanities and Social Sciences
Performing and Fine Arts
COMM 350 Telecommunications Management
Fall / 2009

I. Locator Information:

Instructor: Mr. Joseph C. Ross

Course # and Name: COMM 350 Telecomm. Management

Semester Credit Hours: 3

Day and Time Class Meets: TR 12:30 – 1:50

Total Contact Hours for Class: 3

Email address: jross@uncfsu.edu

Office Location: Room 209 Telecomm Center

Office hours: MWF 11 -10, 2 -4 TR 10 - 11

Office Phone: 672-2030

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

II. Course Description:

A course exploring management functions in a telecommunications environment Economic support pattern, programming, promotion, advertising, determination of community needs and a facility operations will be covered..

III. Disabled Student Services:

In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Textbook:

Pringle, Peter K., et. Al. Electronic media Management, Focal Press, Boston, MA. 2008, 5th ed.

V. Student Learning Outcomes:

Upon completion of the course, students should have an understanding of business and economic issues of the mass media and its impact on a contemporary world. They should:

- Distinguish between the philosophies and principles of management.
- Identify local and national entities used to distribute information and entertainment programming to mass audiences.
- Explain the role of the manager and its relationship to the accomplishment of organizational goals.
- Identify management activities involved in managing personnel, programming, marketing, sales, finance, engineering and law.

VI. Course Requirements and Evaluation Criteria -

- a. Students will be evaluated on their ability to perform the indicated skills using pre-discussed measures. The University grading scale will be followed:

A = 92 – 100, B = 83 – 91, C = 73 – 82, D = 64 – 72, F = Below 64.

- b. Success in this course will be based upon several factors, including:
- Participation in class discussion
 - Punctual attendance at class meetings
 - Attendance at all assigned exercises and examinations

Please note: If these evaluation criteria must be revised because of extraordinary circumstances, the instructor will distribute a written amendment to the syllabus.

Student Behavior Expectations: -The instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students. Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
2. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
4. Students must refrain from any activity that will disrupt the class; this includes turning off cell phones and pagers.
5. Students are not permitted to use profanity in the classroom.
6. Students will not pass notes or carry on private conversations while class is being conducted.

Consequences for Failing to Meet Behavioral Expectations: The first time a student violates one of these rules, the instructor will warn him or her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates the guidelines, the instructor may deduct as many as twenty points from the student's next exam grade. If a student violates the guidelines three times, the instructor will report the student to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.

VII. Academic Support Resources –

Chestnut Library
 University College Learning Center
 ITS Computer Lab.

VIII. Course Outline and Assignment Schedule

A. Introduction to Organizations and Management in General

Wk. 1. Characteristics of Organizations

Wk. 2. Basic Management Functions

Wk. 3. Broadcast Station Management

Wk. 4. Duties of the Manager

Wk. 5. Administrative Structures

CASE STUDY

Wk. 6. Financial Management

Wk.7. The Management and Profit

CASE STUDY

B. Principles of Managing and the Manager's Role within Different Media Organizational Structures.

Wk. 8. The Structure of Personnel Management

Wk. 9. Personnel Management and the Law

CASE STUDY

Wk.10. The Structure of Broadcast Programming

Wk.11. - The Audience, Radio and TV Programs

- The Program Department – Functions and Organization

- The Program Manager

Wk. 12. Radio Station Programming, TV Programming & Programming Affiliates

Wk. 13. Programming the Independent Station

Programming and the Station Representative

Programming and the Community

CASE STUDY

- Wk. 14 The Structure of Public Broadcast Station Management**
Radio and TV - Organization and Personnel
 - Management Tasks
CASE STUDY
- Wk. 15. Entry into the Electronic Media Business**
 - Employment
 - Ownership
CASE STUDY
- Wk.16. Electronic Media Management and the Future**
 - Social Forces
 - Technological Forces
 - Economic Forces
CASE STUDY

THREE – FIVE PAGE PAPER ON ANY APPROVED TOPIC IN ELECTRONIC MANAGEMENT

IX Teaching Strategies

Teaching Strategies Include

- Lectures
- Discussions
- Student Presentations
- Panel Discussions
- View, reviews, and analysis

IX. Bibliography

1. **Accounting Manual for Broadcasters. Des Plaines, Ill.: Broadcast Financial Management Association, 2007.**
- Accounting Manual for Radio Stations. Washington, D.C.: National Association of Broadcasters, 2007.**
- Adams, R.C. Social Survey Methods for Mass Media research. Hillsdale, N.J.: Lawrence Erlbaum Associates, 2005.**
- Anderson, James A. Communication Research: Issues and Methods. New York: McGraw-Hill Book Co., 2005.**
- Baldwin, Thomas F. and D. S. McVoy, Cable Communication, 5th ed. Englewood Cliffs, N.J.: Prentice-Hall, 2004.**
- Bittner, John R. Broadcasting and Telecommunication: An Introduction, 1995.**
- Broadcast Financial Management Association and the National Association of Broadcasters. Television Employee Compensation and Fringe Benefits Report. Washington D. C. National Association of Broadcasters Annual Report, 2004.**
- Brotman, Stuart N. (ed). The Telecommunications Deregulation Sourcebook. Norwood, Mass.: Artech House, 2002.**
- Cable Television Developments. Washington, D.C.: National Cable Television Association, December, 1998.**
- Cater, Douglas, and M. J. Nyman, (eds). The Future of Public Broadcasting. New York: Praeger Publishers, 1998.**
- Chaffee, C. David. The Rewiring of America: The Fiber Optics Revolution. Orlando, Fla.: Academic Press. 2004.**
- Drucker, Peter F., Management: tasks, Responsibilities, Practices. New York: Harper and Row, Publishers, 2006.**
- Druckers, Peter F., The Practice of Management, Harper and Row, Publishers, 2008.**
- Ellis, Elmo I. Opportunities in Broadcasting Careers, 7th ed. Lincolnwood, Ill.: NTC Business Books, 1999.**
- Hilliard, Robert L. (ed). Television Operation and Management. Boston, Mass.: Focal Press. 12007.**

Le Duc, Don R. Beyond Broadcasting: Patterns Policy and Law. New York: Longman, 1998.
Matelski, M. J. Broadcast Programming and Promotion Worktext. Boston, Mass. Focal Press. 2005.
Negrine, Ralph (ed) Cable Television and the Future of Broadcasting. New York: St. Martin's Press. 1995.
Quaal, Ward L. and James Brown. Broadcast Management: Radio and Television, 6th ed. Revised. New York: Hasting House, 2005