

MST 525 – MEDIA ORGANIZATION AND MANAGEMENT

CATALOG DESCRIPTION

MST 525 Media Organization and Management (3:3)

Principles and practices of the organization and management of electronic media and motion pictures.

FOR WHOM THIS COURSE IS DESIGNED

This course satisfies one of the requirements for the additional courses beyond the core of the Media Studies major or it may count toward the Media Studies or Radio minors. In all other instances it is an elective course. It does **NOT** satisfy any of the GEC or GEC plus CAR requirements.

COURSE OBJECTIVES

Through work in this the course the student will:

1. Gain an understanding of current management theories, ethics of management, and personnel management.
2. Gain an understanding of the relationship between the technical aspects of broadcasting and the economic, political, and social implications of broadcast operations.
3. Gain an understanding of the role of ownership and management in the development of broadcast systems and analysis of current trends in media management.
4. Gain an understanding of production management for film and video.

COURSE STRUCTURE

Classroom & Time: The course will meet in Room 215 Brown Building from 6:30 P.M. to 9:20 P. M. Mondays.

Instructor: The instructor of the course is Frank Donaldson, whose office is located in Room 211 Brown Building. His office hours are Monday and Wednesday from 8 A.M. to 10:30 A.M., although I will be around many Tuesday mornings, but those days will be **by appointment**.
Office phone: 334-4146 Email: Frank_Donaldson@uncg.edu

Attendance: Each student is responsible for knowing and adhering to the schedule as herein outlined. All of the content of the course will be developed in class sessions. Attendance, therefore, is strictly required. You will be allowed TWO absences for whatever reason -- illness, university approved function, or just to cut. **(NOTE: THERE IS NO SUCH THING AS EXCUSED OR UNEXCUSED ABSENCES!)** Beyond those two absences a third absence will reduce your grade by one letter grade. This grade adjustment will be made at the time when a final letter grade has been assigned for the course. **On days when a guest speaker is scheduled, an absence counts as two absences. If you exceed three absences, on your fourth absence you will be withdrawn from the course, no matter at what point in the semester it occurs.**

Tardiness is unacceptable for this class. At 6:40 you will be counted late. **Two lates equal one absence. Students who leave the class early without permission will be counted absent for the class.**

IMPORTANT REMINDER: Media Studies majors and minors must pass this course with at least a grade of "C" or better.

Text: Readings for the course will be provided with links on Canvas.

Grading: This semester grades in the course will be determined on the following basis:

Test Scores (4)	60%
Final Exam	40%
	100%

Test and Final Exam Grades will be curved so that the highest raw score equals 100 on the following scale:

A+ - 99-100	A = 95-98	A- = 93-94	B+ = 91-92
B = 85-90	B- = 83-84	C+ = 81-82	C = 75-80
C- = 73-74	D+ = 71-72	D = 65-70	D- = 63-64
F = 62 and below			

Attendance will be considered, as previously noted, in determining a student's final grade average for the course.

Class Decorum: **Please observe appropriate conduct in class. Turn off/mute ALL electronic devices (cell phones, iPods, laptops, etc.) before class. No wearing of headphones during class or quizzes. Students found using social media during class will receive one warning. On the second offense the device will be confiscated for the remainder of the class period. On the third occasion the student will be counted absent for the class. Subsequent infractions will result in five points being subtracted from the final grade. Students sleeping in class will be asked to leave resulting in a class absence.**

Honor Policy: Students are expected to know and abide by the UNCG Academic Honor Code. On all quizzes and the final examination and the graduate student papers each student must sign the following statement:

"I have abided by the UNCG Academic Honor Policy on this examination (or assignment)."

COURSE OUTLINE

This outline is subject to change based on how much progress we are able to make each day in covering the content and availability of guest speakers. Every effort will be made to adhere to this schedule and an attempt will be made to NOT change any of the quiz dates. If a quiz date must be changed, accommodation will be made by the course instructor for students who suffer a hardship as a result.

Aug. 22:	WELCOME TO THE COURSE MANAGING IN THE ELECTRONIC MEDIA THE MEDIA MARKETPLACE: Markets, Mergers, Alliances, and Partnerships
Aug. 29:	THEORIES OF MANAGEMENT INTRODUCTION TO PERSONALITY TYPING
Sept. 5:	NO CLASS – LABOR DAY HOLIDAY
Sept. 12:	INTRODUCTION TO KEN BLANCHARD MANAGEMENT PHILOSOPHY ETHICS OF MANAGEMENT
Sept. 19:	AUDIENCES AND AUDIENCE RESEARCH (on Test Two) TEST ONE

- Sept. 26: RADIO INDUSTRY GUESTS*
PROGRAMMING: Strategy and Distribution
- Oct. 3: MARKETING AND PUBLIC RELATIONS
FINANCIAL AND PERSONNEL MANAGEMENT (on Test Three)
NEWS AND NEWS MANAGEMENT (on Test Three)
- Oct. 10: NEWS MANAGEMENT GUEST**
TEST TWO
- Oct. 17: **NO CLASS – FALL BREAK**
- Oct. 24: REGULATORY INFLUENCES AND ELECTRONIC MEDIA MANAGEMENT
- Oct. 31: TELEVISION INDUSTRY GUEST*
TEST THREE
- Nov. 7: MOTION PICTURE PRODUCTION MANAGEMENT
The Production Manager and Process
PRE-PRODUCTION, THE SHOOT, AND POST-PRODUCTION
- Nov. 14: **TEST FOUR**
- Nov. 21: THE COURSE IN REVIEW
- Nov. 28: **FINAL EXAMINATION (6:30 P.M.)**

*Guest Speaker days count as two absences.