

MBA 672
Media and Technology
Mondays 6:00-10:00 p.m. March 3, 10, 17, 24, 31 and April 7, 14, 21
Saturdays 8:00 a.m.-12:00 pm. March 29 and April TBA
Farrell Hall 202

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Office: 016 Betzler Center

Office Hours: Monday and Wednesday 11 a.m.-12 p.m.
Tuesday and Thursday 2-3 p.m.
MBA Students: Monday 5-6 by appointment only. You are welcome to come and see me at other times, but I am reserving this slot for MBA students

I am also available by appointment.

(Feel free to knock if I'm in my office; if I'm busy I may ask you to come back during my office hours).

Course Description:

MBA 672 Media and Technology

Introduces student to the media industry and its operations, context and technology. Emphasis is placed on the roles of audience measurement and media technologies in shaping the context of media and the capabilities of advertising and other brand communications to reach target audiences. Particular emphasis is placed on emerging media technologies and how they are used for brand communications and peer-to-peer communications

Learning Outcomes:

Students successfully completing this course will:

- Understand the economic structure of the mass media industries in the United States—the media environment for business.
- Be able to critically compare and evaluate media channels and vehicles for business communication.
- Gain insight into the process of creating media products for business communication.
- Become familiar with the challenges of the contemporary media environment
- Explore alternatives to the traditional 20th century models of advertising and marketing communication.

Textbook:

Media Economics: Theory and Practice, 3rd Edition, Alison Alexander et. Al, Eds.
Lawrence Erlbaum Associates ISBN: 0-8058-4580-1. (METP)

There will also be assigned reading from journals and other sources throughout the course. These will either be provided as hard copies in class or available electronically from the Walsh library or on the internet.

Sakai:

This course uses the Sakai course management system. If you submit written work electronically, I prefer that it be placed in your Sakai drop box rather than emailed as attachments.

Plagiarism and Academic Integrity:

Plagiarism is presenting the work of others as your own work. It is one of the most serious offenses in the academic world. Minor examples of plagiarism (i.e. a ‘borrowed’ paragraph or willfully sloppy attribution) will result in failure for that assignment. Major plagiarism (copying all or most of a paper or presentation for example) will result in failure of the course. Cheating on an exam or collaborating unethically on assignments will result in failure for the course.

Grading Scale:

My scale varies somewhat from course to course, but generally 91-100 is some form of A, 81-90 is some form of B, 71-80 is some form of C, and 61-70 is some form of D. 60 and below is an F. For a graduate course, my standards will be very high.

Standards for Written and Oral Communication:

As graduate students, I expect you to meet professional standards for written communication and oral presentations. Your written work for this class should reflect maturity, clarity, and organization as well as mastery of formal written English. Oral presentations should be clearly organized and delivered as though you were giving a formal presentation at work. The journal article presentation is somewhat less formal, but should still be clearly organized, succinct, and delivered within the allotted time.

Grading and Assignments:

Assignment	Points
Journal Article Analysis and Presentation (2@6 each)	12
Midterm Exam	15
MBA Workshop Reflection Paper	3
Class Discussion & Minor Writing Assignments	15
New Media Analysis	10
Final Paper/Presentation	25
Final Exam	20

Journal Article Analysis and Presentation:

Each student will bear the responsibility of presenting two journal articles to the class. The articles should at least be relevant to the topic covered in class that week. For the written component, summarize the article (300-750 words), clearly describing the research and its results or the main argument of the paper (for more qualitative articles) and assessing the utility and validity of the results and/or the level of support for the argument. You will also present your summary and your assessment of the article the class in a five to ten minute presentation. Ten minutes is the absolute maximum. I will provide a selection of articles or you may find your own. If you opt to do the latter, please have the article approved by me in advance.

Mid-Term Exam:

The Mid-term Exam will be a take-home essay exam including four to six questions. Students will be given some choice in the questions. Tentatively, the exam will be distributed March 24 and due March 29.

Tentative Schedule of Classes

March 3	Course Introduction Understanding Mass Communication and the Media Environment for Business
March 10	Media Economics Read METP Section 1 Chapters 1-4. I want you to at least glance over everything, but Chapters 2 and 3 are the most important.
March 17	Print Media READ METP Chapters 5 and 6 Journal Article Presentations Begin (4)

March 24	Broadcasting and Cable Etc. READ METP Chapters 7,8, and 10 Journal Article Presentations (4) Mid Term Exam Assigned
March 29	MBA WORKSHOP Mid-Term Exam Due
March 31	Advertising READ METP Chapter 12 Journal Article Presentations (4)
April 7	Advertising Panel Direct Payment Media and Marketing Communication READ METP Chapters 9 and 11 Journal Article Presentations (2)
April 14	Process Panel New Media READ METP Chapter 13 Journal Article Presentations (2)
April 21	Other Media, Other Vehicles Read: TBA Journal Article Presentations (4) Final Exam
April TBA	Course Wrap UP Final Paper Presentation