

NEW, REVISED, OR DELETED PROGRAM COVER SHEET
2008-2009
University Curriculum Committee
Undergraduate Programs (Majors, Minors, Sequences)

DEPARTMENT/SCHOOL Communication DATE Jan 16, 2008

A. Proposed Action: (more than one item may be checked if a revision).

- New Major CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)
- New Minor CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)
- New Sequence
- Change in requirements for major
- Change in requirements for minor
- Change in requirements for sequence
- Other program revisions
- More than 50% of courses in this program are distance education.
- Program deletion

B. Summary of proposed action (see Part A), including title and exact *Undergraduate Catalog* copy for a new or altered program. (See *Catalog* and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current *Catalog* copy.

Exact Copy Attached –
 Summary:

A new sequence is being added called Media Management, Promotion, & Sales. This sequence will merge some elements used in existing sequences to focus a student toward the administrative, operational, and financial aspects of Media.

C. Routing and action summary:

1. _____ Department/School Curriculum Committee Chair Date Approved	4. _____ College Dean Date Approved
2. _____ Department Chair/School Director Date Approved	5. _____ Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education) Date Approved
3. _____ College Committee Chair Date Approved	6. _____ University Curriculum Committee Chair (8 copies to the Catalog Editorial Assistant) Date Approved

Submit 20 copies of **NEW** Undergraduate proposals to University Curriculum Committee
 Submit 8 copies of **REVISED** Undergraduate proposals to University Curriculum Committee c/o the Undergraduate Catalog Editorial Assistant in 109 Moulton.

All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. **The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for Web site posting.**

Exact Catalog Copy of New Sequence

Media Management, Promotion, & Sales

- Required Courses: COM 162, 163, 264, 273, and 364
- Fifteen hours of communication electives
- Suggested electives: 198.03, 214, 240, 262, 263, 268, 314, 321, 369, 398

New Sequence Rationale - Media Management, Promotion, & Sales:

This sequence will utilize existing courses, COM 162, 163, 264, and 364, but will also add a new course in media promotions and event planning (COM 273). This new course will be an elective recommendation in the radio sequence also and might be appropriate for public relations majors as an elective, though it will emphasize promotions of media and media related events.

Media Management, Promotion, & Sales Sequence Justification:

Because students in the media field may find the business side of the field to be more inviting than the content production side, this sequence will allow them to maximize their training in the former. The students will still need to be introduced to audio and visual content creation, because managers, promoters, and account executives in the industry must know how the production side works. Therefore, this sequence will introduce students to production, but will then emphasize the business aspects of the industry. This will serve students from the former television sequence who found their talents were not in production and would not be served well in the revised television production sequence with increased production requirements. It will also provide coursework in the largest area of hiring in the broadcast industry, that of promotion and sales. Many radio students have also emphasized these skills in their work at the lab station and may find this sequence appropriate.

To further clarify the appropriateness of the new sequence title:

The sequence title needs to include promotion and sales because the management alone is not a useful entry level degree. Suggesting someone has a degree in Media Management is a non-starter unless someone has gone back to school after having established himself or herself in the profession. However, conversations with industry leaders have indicated that there is great need for students with sales and promotions training. Therefore, we have structured our sequence with these components in mind. Sales is an essential component in the broadcasting courses as broadcast stations derive their very existence from the sales of advertising and other forms of client non-traditional revenue. Promoting programs and events is vital to the industry. The two are heavily intertwined in the industry, and are taught in relation to each other and to management throughout the curriculum.

Sales and Promotion information are covered in these classes:

162 Intro to Radio--information about the job of sales account executives, sales rates, promotions director role and radio promotions. Also information about remotes as related to sales and promotions. This information is taught in four different lectures, about 25% of the class.

264 Broadcast and Cable Programming--information is taught in this class about sales as it relates to ratings and shares. Specific information covers the costs of purchasing advertising and cost per point analysis. Promotion is covered as a programming strategy for attracting attention to programs and stations. This information is about 25% to 33% of the class.

364 Broadcast Management--more in-depth ratings and shares information. Course also covers the role and function of the sales department and the role and function of the promotion department. The Sales Director and the Promotion Director

are 2 of the 4 most important and powerful people in a radio station and 2 of the 5 most important people in a TV station.

262 Advanced Radio Applications--50% of this course is devoted to promotions and sales. Students design sales promotions as a final project and spend two weeks doing cost analysis of sales rates for local broadcast and promotion opportunities. Students learn the role of nontraditional revenue. The organizational communication functions of sales and promotions directors are also studied.

273 Broadcast Promotion and Live Event Planning--The purpose of this course is to design events and promotions that allow broadcast stations to partner with clients for maximum exposure. This is a dimension of non-traditional revenue that broadcasters are exploring to bring in more revenue. Sales and client relations are a large part of this course.

214 and 314 Radio Management I and II--As part of the running of the student radio station, all managers are involved in both sales and promotions for WZND. These students make up the core of these classes. Students who take these classes without the lab station work must have other opportunity for exposure to such media management functions elsewhere. Thus, these classes involve creating sales information, writing copy, producing spots, making web banners, planning and executing promotions, selling advertising, interacting with clients, playing spots, billing and scheduling and budgeting.