**Media Sales and Management**

*Effectively Using Media Metrics as a Currency*

Course # 491.5

Fall 2014

**Instructor**

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Office Hours: By Appointment

**Class Time and Location:**

Tuesday and Thursday. 5:00pm – 6:30pm

Carroll Hall: Room 283

**Course Expectations:**

To get the greatest value from this course and the topics, students will need to attend class and come to class prepared to discuss all assigned course materials for that date.

Attendance is mandatory and will be taken in class. If you have to miss class or arrive late to class for a legitimate reason, please email me at least 24 hours before class.

You are expected to prepare for class and participate as an active learner. Participation includes arriving to class on time, prepared to discuss the readings for the class, and prepared to offer thoughtful and relevant contributions to class discussion. Participation requires that students complete the assigned reading for the class session, offer constructive comments and questions that intersect with the material from the course (readings, lectures) and generates further, on-topic discussion within the class. It is expected that students will contribute actively and thoughtfully without dominating or inhibiting others’ participation.

There is no assigned text. You will be responsible for course materials and content uploaded to Sakai, including articles, videos, website links, and any assigned readings. All class materials for a given week will be posted to Sakai at least one week before class.

**Course Objectives:**

This course will cover both traditional media sales (Television, Radio, Newspaper, Billboard, Direct Mail) as well as digital media sales (paid search, natural search, in-game purchases, display advertising, Twitter sponsored campaigns, Facebook sponsored campaigns, etc.). This class is intended to introduce students to and illustrate the rapid change and expansion of media sales. By the end of the course, successful students will:

* Understand how media metrics are measured, reported and then used as a

currency in the media sales marketplace

* Have a high-level understanding of media sales and management
* Understand the concept of audience and it relates to a specific message and its target
* Identify categories of businesses that would benefit from a media’s audience targets

**Course Requirements:**

The course will consist of 1 scheduled mid-term exam that will require synthesis and analysis of material presented in the class lectures, student presentations, guest speakers, videos, assigned website links, and class handouts. There will also be five assignments given throughout the course related to weekly topics and readings, and two reflection papers that will be due the next class meeting after a guest speaker. You can choose which guest speaker topic you would like to write a reflection paper on. A final project will be due on the last day of class (see below for details). All class assignments, papers, and projects should be uploaded to Sakai.

**Evaluation**

Mid-Term Exam: 30%

Assignments (5): 25%

Reflection Papers (2): 15%

Final Project: 30%

**Week 1**

Tuesday, August 19

* Introduction of Class
* Student Introductions
* Review Syllabus
* Set Course Expectations

Thursday, August 21

* Traditional Media Research
* Qualitative and Quantitative Research

Sample Qualititive Survey

**Week 2**

Tuesday, August 26

* Nielsen Measurement

Thursday, August 28

* Arbitron Measurement
* Assignment #1: Call or email local traditional media company and request Sales Media Kit (upload to Sakai by September 4).

**Week 3:**

Tuesday, September 2

* Ratings as a currency

Thursday, September 4

* Traditional Media Planning
* Traditional Media Buying

**Week 4:**

Tuesday, September 9

* How much advertising to run for a campaign
* Final Project Introduction & Discussion

Thursday, September 11

* Digital Advertising
* Digital Measurement and it’s currency
* Assignment #2: Call or email a local digital media company and request Sales Media Kit (upload to Sakai by Sept. 18)

**Week 5:**

Tuesday, September 16

* Facebook Advertising Opportunities
* Twitter Advertising Opportunities

Thursday, September 18

* Search
  + Paid Search Campaigns
  + Natural Search Campaigns
  + Landing Pages

**Week 6:**

Tuesday, September 23

* Assignment # 3. Research and find one national company doing a Facebook Campaign. Write a two-paragraph analysis of the campaign. Due Sept. 30th.

Thursday, September 25

* Guest Speaker (Kirk Kirkland)
* Online Advertising Opportunities
  + Banner Campaigns
  + Retargeting Campaigns

**Week 7:**

Tuesday, September 30

* Pandora Advertising Opportunities

Thursday, October 2

* Exam #1 Review

**Week 8:**

Tuesday, October 7

* Exam #1

Thursday, October 9

* Guest Speaker

**Week 9:**

Tuesday, October 14

* Online Local Advertising

Thursday, October 16 (NO CLASS – Fall Break)

**Week 10:**

Tuesday, October 21

* YouTube
* Video Optimization

Thursday, October 23

* Guest Speaker

**Week 11:**

Tuesday, October 28

* In-Game Marketing Opportunities

Thursday, October 30

* Multi-Channel Media Planning

**Week 12:**

Tuesday, November 4

* Guest Speaker

Thursday, November 6

* Multi-Channel Media Buying

**Week 13:**

Tuesday, November 11

* Topic to be determined

Thursday, November 13

* Topic to be determined

**Week 14:**

Tuesday, November 18

* Topic to be determined

Thursday, November 20

* Topic to be determined

**Week 15:**

Tuesday, November 25

* Final Project Work Session

Thursday, November 26 (NO CLASS – Thanksgiving Break)

**Week 16:**

Tuesday, December 2 (Last Day of Class)

* Final Project Work Session

**Final Project**.   
Due: December 9th

The Project:   
You have a $1M to create an advertising campaign to launch Campusbooks.com nationwide. Utilizing what you have learned this semester, put together a detailed media plan utilizing $1M to ensure that the launch of Campusbooks.com is a success. Your media plan should detail target audience, potential customers, timing, challenges, and a strategy to determine if the plan will be a success.

The Problem:

College textbooks are something that nobody feels good about buying and nobody wants to buy.

The Solution:

Campusbooks.com. A price comparison engine, which finds the best prices across the Internet (think kayak for textbooks)

The Issue:

1. We are a generic brand, not one that is memorable.
2. We all do the same thing, while we can position ourselves as different you either provide price comparison or you are a site to buy books

Goals of Campaign:

1. Engages students with our site, brand and the concept of price comparison
2. National media has to be part of the mix.

**Accreditation**

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

* Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.
* Units requesting evaluation of a graduate program must also demonstrate how their master’s graduates attain this additional core competency;
* Contribute to knowledge appropriate to the communications professions in which they work.