COMM-7630 • Section 001
Media Management

HALEY 3150 • Days: T • Time: 5 p.m. to 7:50 p.m. • 3 credit hours

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Office Hours: TWR: 1:30 p.m. to 2:30 p.m. Also available by appointment


COURSE DESCRIPTION: Dramatic changes in technology and in the media’s role in converging technologies require new management, educational and leadership techniques and paradigms. In this seminar students will develop an understanding of the issues that face media managers in a multi-cultural society. The course will addresses current management topics and those related to emerging technologies. Students will interpret, evaluate and provide criticism on relevant media research and management theory.

COURSE OBJECTIVES: This course provides a study of media management research and theory and the challenges facing managers in a period of technological and social change. This course is designed to provide an investigation into the issues and practices in media management.

By the end of the semester, student will be able to: 1) Evaluate, interpret and analyze present concepts of management, leadership and strategic planning; 2) Understand, interpret and offer criticism of management theory; 3) Analyze and critique how media companies are organized and how they compete; 4) Examine and evaluate techniques of managing through change, and how planning, analysis, research and marketing play key roles in media management; and 5) Conceptualize and write an original research paper addressing media management theory.

READINGS: Most readings will come from the assigned text; however, supplementary readings will be assigned during the term. Reading assignments are listed in this syllabus. Any day’s discussion may be postponed or canceled to deal with contemporary topics.

CLASS STRUCTURE AND GRADING
Classes will consist of lecture, participatory class discussions, readings, research and case studies.
  • Theory presentation and literature review: 45 percent
  • Case studies: 45 percent
  • Reflection papers: 10 percent

GRADING SCALE
A 90-100
B 89-80
C 79-70
D 69-60
F 59-0
DETAILED ASSIGNMENT DESCRIPTIONS

Literature Review Paper and Presentation of a Management Theory or Framework

For this paper, you must choose a media management theory or framework to research and write a 10-page literature review. In choosing your theory or framework, select an area of the media on which to focus. The literature review will survey scholarly articles, books and other sources (e.g. dissertations, conference papers) relevant to the particular theory, providing a description, summary and critical analysis of each work. Offer a historical overview of the development of the theory or framework and then discuss the significant literature published on the topic. Your paper should focus mainly on research published in the last five to 10 years. The paper should conclude with a discussion of two to three possible research studies incorporating your theory.

You will submit two copies of the paper to me. All of the sources used in your paper must be documented using APA or Chicago Style. You must also make a class presentation detailing your findings. The presentation should be 15 to 20 minutes long. This is designed to simulate a real-world presentation, so you will be evaluated on this assignment as a professional.

Case Studies

The case method is a powerful way to learn the skills required to manage and to lead. The case method forces you to grapple with exactly the kinds of decisions and dilemmas managers confront every day. The case method creates a classroom in which you will succeed not by simply absorbing facts and theories, but also by exercising the skills of leadership and teamwork in the face of real problems. You will work in teams of two to analyze and synthesize conflicting data and points of view, to define and prioritize goals, to persuade and inspire others who think differently and to make tough decisions with uncertain information.

Your position is that of a business consultant to the chief executive officer of the company. You have been hired to do a strategic analysis of the company and the industry. The goal is to determine what direction the company should take and make specific recommendations about what the company should do next and why. Sometimes the printed case will call attention to certain problems that exist and other times you'll be on your own to determine problem areas. The basic question is “What must this company do to improve its performance in the long run?” Your analyses should be 5 to 7 pages.

Specific information as to the case analysis requirements will be given in class.

Reflection Papers

There are eight reflection papers required. Those papers are associated with the readings and seek provoke thought, reaction or reflection on the given topic. You will be given a topic to address. The papers should be two pages – no more, no less (1-inch margins, Times New Roman, 12 point type, double spaced and stapled. I will not accept any assignment that does not meet these criteria). The brevity of the papers require that you do some careful sifting of your thoughts. It should clearly and concisely address the topic at hand.

CLASS PARTICIPATION, ATTENDANCE AND PROFESSIONALISM: Regular attendance is a must. Missing class, coming in late or leaving early will not be tolerated. This is nothing new to graduate students. During class discussions, I want to hear from you. I will call upon individual students to help interpret what we are reading and how it applies to the topics of the day. I want this to be an interactive, collaborative active learning experience. An effective seminar course is dependent on the participants having read the required material, having thought about it and ready to discuss it in class.

CLASS POLICIES

PLAGIARISM POLICY
AUBURN UNIVERSITY EXPECTS STUDENTS TO PURSUE THEIR ACADEMIC WORK WITH
HONESTY AND INTEGRITY. THE DEPARTMENT OF COMMUNICATION AND JOURNALISM TAKES ACADEMIC HONESTY VERY SERIOUSLY.

- Please see the university’s guidelines for cheating and plagiarism.
- All work must be original for this class.
- Fabricating information, cheating or plagiarizing on any assignment, project or test will result in the case being reported to the university Academic Honesty committee.
- Plagiarism and copyright infringements will not be tolerated and will be subject to punishment by the school.
- If you have any questions about plagiarism it is YOUR responsibility to ask me in advance of submitting assignments.

LATE PAPERS/ASSIGNMENTS POLICY
All assignments or papers are due at the specified time as instructed in class. Any final adjustment means you missed the deadline, resulting in an automatic 0. Unexcused late work will not be accepted or graded. An excused absence will only be allowed for reasons defined in the Tiger Cub and will require some form of written verification. Make-up work must be completed within one week of the missed class.

COMPUTER POLICY
Printing/publishing the assignment is part of the learning so excuses (the computer crashed, I can’t print or the computer ate my project) will not be considered an excuse.

CELL PHONE POLICY
Please turn off cell phones, etc. during class. DO NOT ANSWER YOUR PHONE DURING CLASS. Chronic disregard of this rule will result in you being asked to leave class.

STUDENTS WITH DISABILITIES
Students who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT).

DEPARTMENT DIVERSITY STATEMENT
The Department of Communication and Journalism recognizes the importance of both reflecting and teaching diversity. Our policy is intended to be inclusive of all underrepresented and minority groups whatever their race, religion, national origin, gender, age, ability or sexual orientation.

JUSTIFICATION OF GRADUATE CREDIT
In this class, students will complete individual research projects that will involve identifying and examining a media management theory or framework, an analysis of peer-reviewed articles that utilize the theory/framework, the ability to synthesize the material and present it in a research paper and in a presentation to the class. Graduate students will read peer-reviewed articles for class discussions that are relevant to the field of media management. In addition, students will critically analyze real-world management cases and develop appropriate business solutions for the companies represented in the cases. The students will be held to rigorous grading standards that are appropriate for graduate-level work. Jennifer Wood Adams holds graduate faculty status.

PROPOSED COURSE SCHEDULE

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<th>DATE</th>
<th>SUBJECT</th>
<th>READINGS</th>
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<tr>
<td>Week 3</td>
<td>SWOT &amp; Motivation</td>
<td>MMgt Ch. 3 Hollifield, Kosick &amp; Becker (2001)</td>
<td>Paper – 1.1 Looking at Past</td>
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<td>Week 7</td>
<td>Theoretical Approaches in Media Management Research</td>
<td>Mierzweska, &amp; Hollifield (2006)</td>
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<td>Week 8</td>
<td>Regulation and Self-Regulation</td>
<td>MMgt Ch. 6 Cherry (2006)</td>
<td>Case – 5.3 Problems in PR</td>
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<td>Week 9</td>
<td>Planning and Market Analysis</td>
<td>MMgt Ch. 8 Tripsas (2000)</td>
<td>Paper – 6.2 Write a memo for #11</td>
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<td>Week 10</td>
<td>Planning and Market Analysis</td>
<td>MMgt Ch. 8 Reca (2006)</td>
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<td>Week 11</td>
<td>Marketing and Research</td>
<td>MMgt Ch. 9 Broniarcyzk, &amp; Alba (1994) Chan-Olmsted &amp; Kim (2001)</td>
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<td>Week 14</td>
<td>Theory Presentations</td>
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<td>Week 15</td>
<td>Theory Lit Review due at 5 p.m.</td>
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**Supplemental Class Readings**


