

RTVF 4450.003 – STRATEGIC COMMUNICATIONS

(aka Corporate Media)

Tuesday / Thursday 2:00 - 4:50 pm SPRING 2021

Instructor: James M. Martin	Office Hours: Tues. / Thurs. 4:00 – 5:00pm & by appointment
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TEXT (required) - *Corporate Video Production: Beyond the Board Room* 2nd edition (2016)
by Stuart Sweetow

OBJECTIVES:

This course will help students gain an understanding of the creative, technical and management skills needed in each phase of production when working outside of traditional narrative, news, sports and entertainment. The specific areas of focus will be *communication goals* and *creative problem-solving* for business, municipal, education, educational and training entities (formerly referred to as ‘corporate media’). Presentations, exams and assignments will draw from the theory, history, strategies and application of production skills in specific client facing projects.

PRODUCTIONS:

Students will complete a set of individual and group projects (some comprehensive) exemplifying the competencies learned in the course. A culminating final project (with full class participation) will require a mastery of all skills and assignments addressed in the course. (See project handout.)

DISCUSSION AND CRITIQUE:

Discussions of the assigned readings, productions and/or demonstrations will be held during each course meeting. Guest speakers and site visits may also be a major component of the course. Students are expected to participate in a constructive and non-disruptive manner.

TARDINESS AND ABSENCE POLICY:

Because some assignments will require group work ANY absence or late arrival WILL cause problems for the ENTIRE class. As such *students are expected to attend every class meeting and arrive on time*. Excused absences and late arrivals may be obtained for illnesses and true emergencies.

If you must miss a class, or arrive late, it is your responsibility to speak to the instructor directly *prior to the class meeting*. Voicemail or email left for a missed class meeting or late arrival *DOES NOT* automatically serve as an exemption. And emails and voicemails may take up to 48 hours to receive a response.

TWO unexcused absences and THREE late arrivals are allowed without penalty. Any additional unexcused absences or tardiness can affect a course grade in the following ways:

1. Additional *unexcused absences* will result in the loss of 2.5% (points) from the course grade.
2. Each additional *late arrival* will result in percentage points lost as listed below.

Arrival after	2:10 pm	loss of 0.5% from course grade
Arrival after	2:15 pm	loss of 1.0% from course grade
Arrival after	2:20 pm	loss of 1.5% from course grade
Arrival after	2:30 pm	will be recorded as an unexcused absence

These percentage points will be deducted from your over-all course grade.

GRADING:

Project ONE - (Still/Print & Audio Promotion)	10 %
Project TWO - (Researched Client Pitch)	15 %
Project THREE - (Online Media Presentation)	10 %
Project FOUR* - (Image Project – TBA)	15 %
Project FIVE* - (Training/Instructional Project - TBA)	15 %
Project SIX** - (Comprehensive Production)	20 %
Exam Average	15 %

***Denotes group project assignment**

****Denotes full class assignment**

A = 100 – 90% B = 89 – 80% C = 79 – 70% D = 69 – 60% F = 50% - below

LATE ASSIGNMENTS WILL RECEIVE AN AUTOMATIC ONE LETTER GRADE PENALTY. Computer, printer, network or other technical issues do not excuse late work.

NO MAKE-UP EXAMS WILL BE GIVEN WITHOUT A VERIFIED MEDICAL EXCUSE. If you arrive late for class when an exam is already in progress or has been completed, your grade for that exam will be ZERO.

FINAL EXAM: Monday, April 26, 1:30pm – 3:30pm

UNT email accounts and email via Canvas will be used for all course correspondence. If you choose to use another email service you must enable forwarding to UNT or Canvas email. Course related communications will also be provided via Canvas ‘Announcements’.

COURSE EXPECTATIONS:

The role of the course instructor is to provide students with the tools, materials and information needed for comprehension and completion of course content. The amount and retention of material learned (and resulting depth of knowledge gained) varies with each individual student.

However, successful full completion of the course will include completing all assignments, exams, presentations as well as meeting all assigned project deadlines along with regular course attendance.

Any student experiencing difficulty with a concept or assignment is urged to contact the instructor. The primary goal of instructors is to aid in student comprehension and success. Due to the current factors, office hours are held “virtually” via Zoom and/or Microsoft Teams. Hours may vary and will be updated throughout the semester. Other meetings can be scheduled by appointment.

BASIC COURSE SCHEDULE:

In addition to normal assignments this course will also include guest speakers, videoconference and site visits as well. These additional meetings will allow students additional information and reference needed to expand their understanding of the corporate media field. Any such instances will be announced at least one week in advance.

Information from these instances (text, supplemental readings, site visits, guest speakers, and conferences) is subject to formal examination.

Meeting	CONTENT AREA
January 11	Course Introduction Introductory Exam Corporate Media Environment
January 18	No course meeting
January 25	Corporate Media Differences: <i>Key Players; Corporate Culture & Politics</i>
February 1	Media Groups in the Corporate World EXAM #1 <i>Understanding the Research Role</i>
February 8	Production Overview <i>The Program Needs Analysis</i>
February 15	<i>Developing the Creative Concept; The Treatment</i> Case Studies
February 22	<i>Developing the Content Outline</i> EXAM #2 Scriptwriting for Corporate Media
March 1	Corporate Media & Social Media Platforms <i>Preproduction & Budgeting</i>
March 8	Production Coordination <i>Understanding Aesthetics</i>
March 15	<i>Project THREE Presentations</i>
March 22	<i>Skills Needed by a Corporate Media Producer</i> EXAM #3 People Skills & Judgment Skills
March 29	The Role of the Producer / The Role of the Director <i>Choosing Formats, Equipment, & Styles</i>
April 5	The Interview Format / Location Shooting <i>Working with Talent in Corporate Media</i>
April 12	Chapter 12: The Interview Format EXAM #4
April 19	<i>Distribution Channels (Old Media to New Media) & Importance of Evaluations</i>
April 26	Final Exam: Monday – April 26th, 1:30pm – 3:30pm

RTVF DEPARTMENT DROP POLICY:

This is an RTVF major course. Students without the correct prerequisites (both non-majors and pre-majors) are subject to being dropped from the course automatically with or without notice.

Students missing class on the first day who do not immediately contact the instructor with an legitimate excuse may be dropped immediately without notice.

SAFETY NOTICE:

Portions of Corporate Media cause it to be categorized as a Level 2 safety course. While students are exposed to some significant hazards, they are not likely to suffer serious bodily injury. Students may be exposed to some or all of the following potentially hazardous situations:

Lifting and carrying heavy objects, exposure to electrical equipment, exposure to hot objects, climbing ladders may be included as a part of this class. Working near or around potential falling objects is also a possibility. Safety procedures involving these activities are presented in the course text and in the instructor's lectures and will be reinforced in class with practical demonstrations.

DISABILITY ACCOMMODATION:

The UNT Department of Media Arts adheres to federal, state and local disability policies and coordinates with the UNT Office of Disability Accommodation to provide accommodations for qualified students. Any student in need of an accommodation, who have not registered with the ODA, are encouraged to do so. Please present written Accommodation Requests within the first three weeks of class.

SEMESTER EVALUATIONS:

Students should complete the course evaluations. Course evaluations are required for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students is very important and is taken under consideration in department faculty evaluations.

MOBILE DEVICE POLICY:

The Department of RTVF prohibits the use of personal mobile devices during class, unless otherwise allowed by the individual Instructor. If no exceptions are contained in a course syllabus, then the department policy remains in effect until changed by the Instructor.

Personal mobile devices are defined as anything and everything from cell phones to smart phones to digital media players to personal handheld computers.

All devices should be turned off before entering the classroom or laboratory area. Portable Laptop Computers may be used in the classroom if the student sits on the back rows.

Any student using a personal mobile device during class will have 5% deducted from their overall course grade for EACH occurrence.

STUDENT BEHAVIOR:

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom. And the instructor may refer the student to the Center for Student Rights and Responsibilities for consideration as to whether the student's conduct violated the Code of Student Conduct.

ACADEMIC INTEGRITY:

This course adheres to the standards outlined by the University of North Texas Policy Office (sec: 18.1.16 Student Standards of Academic Integrity). This information may be viewed on the UNT Policy Office website- http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

NOTE:

HB 256 provides students with an excused absence from attending classes, taking examinations or other required activities in observance of a religious holy day and related travel. It also provides that students be given reasonable time to take an exam or complete an assignment. Requests for accommodation must be made to the instructor a minimum of three days prior to the observed religious holy day.

PROJECT SCHEDULE (content and dates subject to change based on client needs)

Project ONE - (Single Image & Audio Promotion)	Mon. February 1
Project TWO - (Researched Client Pitch)	Mon. February 22
Project THREE - (Online Media Attraction Object)	Mon. March 15
Project FOUR* - (Image Project)	Mon. April 5
Project FIVE* - (Training/Instructional Project)	Mon. April. 12
Project SIX** - (Comprehensive Productions)	TBA

***Denotes group project assignment**

****Denotes full class assignment**

ASSIGNMENTS MUST BE SUBMITTED ON THE DUE DATE. LATE PROJECTS WILL RECEIVE A ONE LETTER GRADE PENALTY.

Computer, printer, network or other technical issues do not excuse late work.

Video Projects must be submitted in ***FINISHED FORM*** as directed by instructor.