MRTS 4435-001  
**Media Marketing and Branding**

RTFP 135, Fall 2025 Tuesday 11:00 am – 1:50 pm

Lori Hershey (“Mrs. Hershey”) Phone: NA

Office Hours: by appointment Email: [Lori.Hershey@unt.edu](mailto:Lori.Hershey@unt.edu)

Text: NONE REQUIRED

Course originally based on and references to:

Walter McDowell, Ph.D. and Alan Battan

*Branding TV Principles and Practices/Revised and Updated*

Oxford, UK: Focal Press.

Description: This course is designed to give the undergraduate student in RTVF an understanding and overview of the principles of promotion and marketing in television and other electronic media. Topics include such areas as the role of the promotion and marketing department at a local TV news station, techniques and practices used by creative professionals and skills needed for obtaining a career in the advertising, promotion and marketing field in general.

Canvas: This course will utilize Canvas during the semester. Syllabus and other pertinent info will be posted there as well as class lecture slides after each class.

Audio-Visual Learn: This course will utilize audio-visuals to show examples of promotion and marketing creative using PowerPoint and video technology.

Objectives: The following are major learning outcomes of this course:

1. A basic understanding of promotion and marketing’s role in electronic media.

2. An introduction to the best practices and techniques used to develop TV viewership.

3. Gain skills to build a basic branding plan from concept to execution.

4. Professional tips and secrets for making compelling and effective television creative.

Format and course policy: Students are expected to attend each class session, and a portion of their final grade will be based upon class attendance. Unexplained and/or unexcused absences could result in the student being dropped from the course if a student misses more than 3 classes. Students are also required to complete all readings prior to each class meeting. Everyone is expected to be on time and contribute to the discussion each week. Assignments turned in late will be graded at the discretion of the instructor, based on the reasoning for the late submission. Missed pop quizzes and exams will also be made up only at the discretion of the instructor, but a good excuse is necessary.

Office hours are after class or by appointment or by Zoom only.

Grade: Your grade will be based on the areas listed below.

Quiz 1 100 pts

Creative Project 1 100 pts

Class Project 100 pts

Quiz 2 100 pts

Midterm Exam 200 pts

Creative Project 2 100 pts

Group Project 100 points

Quiz 3 100 pts

Creative Project 3 100 pts

Final Exam 200 pts

Participation/Attendance Noted by instructor and weighs into final grade

Potential Total- 1200+

Grade Assessment: A = 1000 - 1200

B = 900 - 999

C = 800 – 899

D = 799 – 700

Below 700 Failing

Keys to Student Success:

\*\* Show Up

\*\* Find Support

\*\* Take Control

\*\* Be Prepared

\*\* Get Involved

\*\* Be curious!

**Tentative Course Outline**

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| **Date** | **Topic** |  | **Assignments/Exams** |
| Tues Aug 19th | -Course/Syllabus Introduction.  Competition, -Branding vs Promotion  The Evolution of Movie Trailers |  | Week 1 |
| Tues Aug 26th | Lecture: Branding & Promotion, Why People Like Brands  The 4 P’s of branding  Case Studies |  | Week 2 |
| Tues Sept 2nd | **Take Quiz 1**  Practical: TV station structure  Lecture: Jargon of Brand Management  ‘The Art of the Movie Trailer’ |  | Week 3  **Assigned** Creative Project 1: ‘The Billboard’ |
| Tues Sept 9th | **Creative Project 1 due**  ***Guest Speaker: David Hershey***  ***Creative Director NewsNation Cable News Station***  Practical: Spot Techniques |  | Week 4 |
| Tues Sept 16th | Lecture: Building/Measuring Brand Equity |  | Week 5 |
| Tues Sept 23rd | **Take Pop Quiz 2**  Lecture: Planning/Execution  News Tease Writing |  | Week 6 **Assigned** Creative Project 2: “The Pitch” |
| Tues Sept 30th | **Mid-Term Exam Review**  Lecture: Setting Priorities, Using Ad Media to get your message out Corporate/Sizzle Reel Techniques |  | Week 7 |
| Tues Oct 7th | **Mid-Term Exam/In Person**  **11:00 am to 1:50pm** |  |  |
| Tues Oct 14th  Tues Oct 21st | **Creative Project 2 due**  Setting Brand Priorities-- In Class Group Project –ReBranding a TV Station  Effective Advertising Media,  PR and Contests as Branding |  | Week 8  Week 19  **Assigned** Creative Project 3: “The Promos” |
| Tues Oct 28th | Branding and the Law, The Future of Branding with Virtual Guest Speaker! |  | Week 10 |  |
| Tues Nov 4th | Problem solving  Compelling vs Informing  ***Guest Speaker: Derek Lieu*** |  | Week 11 |
| Tues Nov 11th | **Take Quiz #3**  Pitch To Product: The Creative Process for Making Promos  Press release/EPK |  | Week 12 |
| Tues Nov 18th | **Creative Project #3 due**  Case Study: Direct to Consumer/ Viral Marketing/Harmon Bros.  Corporate Brand Videos |  | Week 13 |
| Tues Nov 25th  Tues Dec 2nd  Tues Dec 6 - 12 | **THANKSGIVING BREAK**  **Branding for Social Media**  **Virtual Guest Speaker Laurel Portie’**  AI in branding  Resume/Reel Tips  Finding a Career In The Industry  Review for Final Exam  **FINAL EXAM & Goodbyes!!** |  | Week 14  Week 15 |

*AI/ChatGPT -- We’ll be discussing the use of AI in this class and when and if we will utilize it in the course of the semester.*

*NOTE: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.*