**ELECTRONIC MEDIA MANAGEMENT**

**MRTS 4430 SYLLABUS**

**FALL 2025**

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| **Instructor:** Suzanne H. Ruiz  **Phone:** 940-565-2537 (main office)  **Email:** [Suzanne.Ruiz@unt.edu](mailto:Suzanne.Ruiz@unt.edu)  **Office Information**: Virtual meetings upon request  **Office Hours**: F 4 p.m.- 5pm, virtual by appointment | **Class Location**: Internet  **Dates:** M T W R  **Time**: N/A - Online  **Meetings**: By appointment |

**COURSE OBJECTIVES**

This course introduces students to the foundational operational and strategic aspects of managing electronic and digital media. It explores the day-to-day responsibilities within media business administration and emphasizes understanding organizational structures, supervisory processes, legal and ethical considerations, strategic planning, community engagement, industry relationships, and current trends in the evolving media landscape.

**COURSE REQUIREMENTS**

**Required Text:**

* Albarran, A.B. (2017). *Management of Electronic and Digital Media* (6th ed.). Belmont, CA: Cengage.
* Assigned journals and news articles per modules.

**Technology Requirements:**

* **Computer Access:** All assignments must be submitted electronically via Canvas. You may use a personal device or the campus lab resources.
* **Internet Access:** Reliable internet access is essential for course participation.

### IMPORTANT COURSE POLICIES

* **Weekly Announcements:** Check your Canvas announcements regularly for updates and important information.
* **Team Environment:** Although this is a self-paced course, active participation in group activities is required. Virtual collaboration will simulate industry-standard teamwork practices. Group assignments are graded, and participation is mandatory.
* **Assignments:** **No late work will be accepted.** Use the Canvas discussion thread titled Questions About Assignments for clarification. Check the thread before emailing to avoid duplicate inquiries.
* **Weekly Deadlines:** All readings, assignments, and peer reviews are due **by Sunday at 11:59 PM** each week. Missing a peer review will result in a zero for that discussion board.
* **Attendance:** Attendance is measured by your submitted work. Group members are expected to report non-participation. Unresponsive team members will receive a zero for that assignment after an intervention attempt.
* **Participation:** Your engagement with discussion boards and group work is graded. Thoughtful, respectful contributions are expected and will enhance your learning experience.
* **Use of Sources:** When supporting your ideas, especially in discussion boards and written assignments, clearly distinguish personal opinions from researched facts. Use **APA Style** to cite your sources. This helps maintain academic integrity and enriches the learning environment. For APA guidelines, visit the [APA Style website](https://apastyle.apa.org/).
* **Group Assignments:** Students will be assigned to teams. Some activities will be graded individually, while others will be team-based. Team submissions should include a Word document with the names of all participating members and must be uploaded to Canvas. Activities may include interviews, video presentations, and research on current media issues.
* **Team Charter:** A Team Charter outlining team roles, meeting expectations, and responsibilities is due by **Sunday of Week 1**. Refer to the Week 1 module in Canvas for guidelines.
* **Holidays & Deadlines:** Since this is an online, self-paced course, assignments are still due on Sundays by midnight unless otherwise noted in the syllabus.

**Note:** Course activities and requirements may be adjusted at the instructor’s discretion.

**GRADING**:

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| **Type** | **%** |
| **2 Tests** | 20% |
| **4 Vocabulary Quizzes** | 10% |
| **Movies/ Documentaries -Concepts Application** | 25% |
| **Group Assignments (Team Charter/Peer evaluation)** | 25% |
| **Discussion Boards** | 20% |
|  | **100%** |

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| **Detailed Description** | |
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| **4 Vocabulary Quizzes** | These are multiple choice. All vocabulary is from the chapters indicated in the syllabus. |
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| **Discussion Boards**  **\*\*\*Movies & Documentaries** | Individual discussions on written concepts application to topics. You are expected to react at least to one other student’s post to have a full grade for these. **Minimum 100 words. Maximum 200 words per discussion board.** **Response to peers: from 50 to 100 words.**  You will always have alternative readings for the screen version of each of the cases. For the movies and documentaries, while they are answered in your discussion boards, you will be expected to be more documented and informed in your responses. Likewise, you will be prompted to answer specific questions based on learned concepts and this will create the basis for your grade. **You are also expected to answer to at least one of your peers for a full grade.** |
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| **Group Assignments/Team Charter** | Assigned group activities, among them the Team Charter. These are written word documents activities where the group must meet to answer a question(s) to a given scenario. The team must organize and communicate to make decisions as if they are working in a real company project. Each assignment will have its own rubric. See the Rubric section for details.AT the end of the semester, there will be a peer review where all team members evaluate each other’s participation to balance out your grades. |
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| **2 Tests** | There will be two comprehensive tests from Chapters 1 to 6 and from Chapters 7 to 12. If you have been doing the Discussion Boards and the vocabulary quizzes, studying for these tests should be easier. These will be multiple choice and timed. |
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**COURSE SCHEDULE**

\*\*\* As the instructor for this class, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –Suzanne H. Ruiz.

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| **COURSE SCHEDULE   \*\*\* As the instructor for this class, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –Suzanne H. Ruiz.** | | | | | | |
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| **Weeks of** | | **Dates** | **Activity** | **Reading** | **Assignment** | **Notes** |  |
| **August** | | All dates are for readings suggestions. This course is at your own pace. All weekly assignments, quizzes, and tests are due on Sundays by 11:59pm, no exception. | | | | |  |
| **Week 1** | **Monday** | 8/18/25 | First Day of class Introduction/ Rules ahead/ Media Management | Chapter 1 | Syllabus & Canvas/Team Charter | Due Sunday 8/24 |  |
|  |  |  | Media Management | Chapter 1 | Discussion Board | Due Sunday 8/24 |  |
|  |  |  | Get to know your team/ Team Charter Group Assignment #1 |  | Group Discussion Board/Word Document | Due Sunday 8/24 |  |
| **Week 2** | **Monday** | 8/25/25 | The Media Business Environment | Chapter 2 | Discussion Board | Due Sunday 8/30 |  |
|  |  |  | Vocabulary Quiz 1 | Chapters 1, 2 | Quiz | Due Sunday 8/30 |  |
| **September** | | | | | | |  |
| **Week 3** | **Monday** | 9/1/25 | **Monday, Labor Day Holiday** | | | |  |
|  |  |  | Ethical Issues | Chapter 3 | Read Chapter | Due Sunday 9/7 |  |
|  |  |  | Ethical Issues: Group Assignment 2 | Chapter 3 | Start Group Assignment | Due Sunday 9/7 |  |
| **Week 4** | **Monday** | 9/8/25 | Media Management Theories | Chapter 4 | Discussion Board | Due Sunday 9/14 |  |
|  |  |  | Vocabulary Quiz 2 | Chapter 4 |  | Due Sunday 9/14 |  |
| **Week 5** | **Monday** | 9/15/25 | Financial Management | Chapter 5 | Read the chapter | By Sunday 9/21 |  |
|  |  |  | Vocabulary Quiz 3 | Chapter 5 | Quiz | Due Sunday 9/21 |  |
|  |  |  | Building Self-Awareness | Guided Reading | Link in Module | Due 10/19 |  |
| **Week 6** | **Monday** | 9/22/25 | Movie: Truth | Link in Canvas | Discussion Board | Due Sunday 9/28 |  |
|  |  |  | Group Assignment 3 preview | Chapter 6 | Start Group Assignment | Due Sunday 10/12 |  |
| **October** | | | | | | |  |
| **Week 7** | **Monday** | 9/29/25 | Managing Personnel | Chapter 6 | Read chapter/ Discussion Board | Due Sunday 10/5 |  |
|  |  |  | Harvey Weinstein Case Supporting Documentaries | Reading options available | Read/watch | Due Sunday 10/5 |  |
| **Week 8** | **Monday** | 10/6/25 | Managing Personnel: Group Assignment 3 (Weinstein) | Chapter 6 | Group Assignment | Due Sunday 10/12 |  |
|  |  |  | Test 1: Chapters 1- 6 | | Test Opens Sunday all day | Due Sunday 10/12 |  |
| **Week 9** | **Monday** | 10/13/25 | Audience & Research | Chapter 7 | Read chapter. Start Group Assignment #4 | Due Sunday 10/19 |  |
|  |  |  | Content Strategy | Chapter 8 | Read chapter. Start Group Assignment #4 | Due Sunday 10/19 |  |
| **Week 10** | **Monday** | 10/20/25 | Research & Content Strategy: Group Assignment 4 | Chapters 7 & 8 | Group Assignment | Due Sunday 10/26 |  |
| **Week 11** | **Monday** | 10/27/25 | Marketing | Chapter 9 | Read ahead of quiz | Due Sunday 11/2 |  |
|  |  |  | Vocabulary Quiz 4 | Chapter 9 | Quiz | Due Sunday 11/2 |  |
|  |  |  | News & News Management | Chapter 10 | Read ahead of movie assignment | Due Sunday 11/9 |  |
| **November** | | | | | | |  |
| **Week 12** | **Monday** | 11/3/25 | Regulatory Influences | Chapter 11 | Read ahead of movie assignment | Due Sunday 11/9 |  |
|  |  |  | Movie: The Post | Link in Canvas | Found in Discussion Board (Chapters 10 & 11) | Due Sunday 11/9 |  |
| **Week 13** | **Monday** | 11/10/25 | Technology influence | Chapter 12 | Read assigned chapter & articles | Due Sunday 11/16 |  |
|  |  |  | Cambridge Analytica Case Supporting Documentary: The Great Hack, Netflix | Options available | Discussion Board | Due Sunday 11/16 |  |
| **Week 14** | **Monday** | 11/17/25 | Leadership v Management | Chapter 13 | Discussion Board | Due Sunday 11/23 |  |
|  |  |  | Create your LinkedIn Account |  | Part of Chapter 13 discussion board | Due Sunday 11/30 |  |
| **Week 15** | **Monday** | 11/24/25 | Thanksgiving Week | | | |  |
| **Week 16** | **Monday** | 12/1/25 | Personal Brand PPT/ STUDY FOR TEST/Reading Day Dec. 5 | | | |  |
|  |  |  | Team Evaluation Individual assignment (part of Group Assignments Grades) |  | Word Document | Due Monday 12/1 |  |
| **Week 17** | **Monday- Final exams week** | **12/8/25** | Test 2: Chapters 6-12 | | **DUE FRIDAY- Last Day of School** | **Due by Friday 12/12/25, midnight** |  |

Your final grade will be based on the average of your cumulative grades, according to the following grading scale:

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| 90 – 100 **A** |
| 80 – 89 **B** |
| 70 – 79 **C** |
| 60 – 69 **D** |
| 0 – 59 **F** |

**Disability Accommodation**: The RTVF Department cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students. If you have not registered with the ODA, we encourage you to do so. If you wish to take your exams at the testing center, please register with the ODA first. Please present your written Accommodation Request to me as early in the term as possible.

**SPOT - Evaluations**: Student Perceptions of Teaching (SPOT) will be made available to you at the end of the semester providing you a chance to comment on how this class is taught. I am very interested in feedback from students as I work to continually improve my teaching.

**Acceptable 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 to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr)

**Canvas** All important information about the course will be in Canvas. All written assignments will be turned in into Canvas in the Discussion Board. Check it regularly.

Every Case Study or Team Assignment **must include a cover letter** containing the required information. Submissions **without this cover letter will lose points**. The document must be submitted in **Word (.doc) format**, and **all participating team members are required to sign it**. For group discussions, **only one submission per team is permitted**, but the cover letter must still include the signatures of all contributing members.

University of North Texas in Denton

College of Liberal Arts & Social Sciences

Department of Media Arts

**Assignment for Course:** MRTS 4430 Electronic Media Management, FALL 2025

**Submitted to:**  Professor Suzanne Ruiz

**Submitted by:** (INCLUDE ALL TEAM MEMBER NAMES)

**Date of Submission:**

**Title of Assignment:**

CERTIFICATION OF AUTHORSHIP: I certify that I am the author of this paper and that any

assistance I received in its preparation is fully acknowledged and disclosed in the paper. I have

also cited any sources from which I used data, ideas or words, either quoted directly or

paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student’s Signature: (ALL STUDENTS WHO PARTICIPATED SHOULD SIGN)

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Instructor’s Grade on Assignment:

Instructor’s Comments: