

MRTS 4430 – Media Management Syllabus

FALL 2026

Course Number: MRTS 4430

Course Title: Media Management

Section: 11817

Modality: Fully Online Asynchronous

Class Location: Canvas

Semester Dates: August 17 – December 11

Instructor Information

Professor Sussy Ruiz, MBA

Adjunct Faculty, University of North Texas

Email: Suzanne.Ruiz@unt.edu

Office Hours:

Fridays, 4:00 p.m. – 5:00 p.m. (Virtual)

Additional appointments available upon request.

Office Location:

Virtual Meetings by Appointment

About Your Instructor

Welcome to Media Management.

I bring more than 25 years of experience in broadcast, network, and digital media leadership. I currently serve as Vice President of Weather Affiliates Programming at The Weather Channel, overseeing content and operational partnerships with television stations across the United States. Throughout my career, I have held leadership positions with organizations including Univision and The Weather Channel, where I launched new media initiatives, managed newsroom operations, and led teams through significant industry transformation.

My educational background includes a Bachelor's degree in Communications with a double major in Broadcast News and Spanish, and an MBA in Management. I am also a National Emmy Award recipient and the appointed Secretary for the Regional Southeast Emmy Chapter Board. I remain actively engaged in both media leadership and higher education. My goal is to connect media management theory with real-world industry practice and help students develop the leadership, communication, and strategic thinking skills necessary to succeed in today's media environment.

Course Description, Structure, and Objectives

Course Description

This course examines the operational, strategic, financial, legal, ethical, and leadership dimensions of managing media organizations. Students will explore how leaders make decisions in broadcast, digital, and emerging media environments while analyzing current industry trends, technological innovation, audience behavior, content strategy, and organizational performance.

Course Structure

This is a fully online asynchronous course delivered through Canvas. Course content is organized into weekly modules that include readings, discussion boards, vocabulary quizzes, group assignments, case studies, documentaries, and examinations. All assignments are due on Sundays, by 11:59 pm.

Course Learning Objectives

By the end of this course, students will be able to:

1. Explain key principles of media management and organizational leadership.
2. Analyze ethical, legal, and regulatory issues affecting media organizations.
3. Evaluate audience behavior, content strategies, and business objectives.
4. Apply media management theories to real-world media case studies.
5. Demonstrate effective professional communication, teamwork, and leadership skills.
6. Assess the impact of technological innovation and industry trends on media organizations.
7. Develop strategic recommendations for media management challenges using critical thinking and evidence-based reasoning.

F-1 Visa Regulations

Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for F-1 Visa holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

How to Succeed in This Course

There are no required prerequisites for this course. However, to be successful in this course, you will need to:

- Demonstrate a basic understanding of media and communication concepts.
- Read, analyze, and discuss media industry case studies and current events.
- Communicate effectively in written and collaborative environments.
- Apply critical thinking and problem-solving skills to media management challenges.
- Cite sources appropriately using APA style.
- Collaborate professionally with classmates and respect differing perspectives.
- Utilize Canvas and other required technologies effectively.
- Commit approximately 8–10 hours per week to course activities.

Communication

Connect with me through email and/or virtual office hours. If you do not receive a response within two business days, please send a follow-up email.

Academic Success Resources

UNT strives to offer students a high-quality education and supportive environment. Additional resources are available through UNT Success, the Learning Center, Student Affairs, and Wellness Services.

ADA Accommodation Statement

The Department of Media Arts cooperates with the Office of Disability Access to provide reasonable accommodations for qualified students.

Supporting Your Success and Creating an Inclusive Learning Environment

I value the many perspectives students bring to our course. Please work with me to create a learning environment built on mutual respect, professionalism, and open communication. Healthy debate is encouraged; personal attacks and disrespectful behavior are not acceptable.

Every student should feel welcomed, supported, and able to contribute to our learning community.

Required/Recommended Materials

Required Textbook

Albarran, A. B. (2017). Management of Electronic and Digital Media (6th ed.). Cengage.

Supplemental Materials

Assigned articles, documentaries, case studies, and current media industry content available through Canvas.

Technology Requirements

This course has digital components. Students will need:

- Reliable internet access
 - Access to Canvas
 - Word processing software
 - Ability to stream video content
 - Ability to upload assignments electronically
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Course Requirements/Schedule

Grade Distribution

- 2 Tests (20% of total)
- 4 Vocabulary Quizzes (% of total)
- Movies/Documentaries – Concepts Application (25% of total)
- Group Assignments (Team Charter/Peer Evaluation) (25% of total)
- Discussion Boards (20% of total)

Assignment Descriptions

4 Vocabulary Quizzes

Vocabulary quizzes are designed to reinforce key terminology and concepts from the assigned textbook chapters. Each quiz consists of multiple-choice questions and covers the vocabulary associated with the chapters identified in the course schedule. Students are encouraged to complete readings prior to attempting the quizzes.

Discussion Boards and Movies/Documentaries – Concepts Application

Discussion boards provide opportunities to apply media management concepts to current issues, case studies, films, documentaries, and course readings. Students are expected to submit an original response that demonstrates critical thinking and application of course concepts, as well as respond substantively to at least one classmate's post. Initial discussion posts should be between 100 and 200 words, while peer responses should be between 50 and 100 words. For movie and documentary assignments, students will analyze media management, leadership, ethical, legal, and organizational concepts presented in the content and connect them to course materials.

Group Assignments and Team Charter

Students will participate in collaborative group projects that simulate real-world media management scenarios. Teams will be required to communicate, organize responsibilities, evaluate information, and develop solutions to management challenges. During the first week of the semester, each team will complete a Team Charter outlining expectations, roles, communication methods, and accountability measures. Group assignments may include case analyses, industry research, presentations, interviews, or strategic planning activities. At the end of the semester, students will complete a peer evaluation that may be used to adjust individual grades based on participation and contribution.

2 Tests

Two comprehensive examinations will assess students' understanding of course concepts, theories, vocabulary, and applications. Test 1 covers Chapters 1–6, and Test 2 covers Chapters 7–12. Exams consist primarily of multiple-choice questions and are designed to evaluate both conceptual understanding and practical application of media management principles. Students who actively participate in discussions, complete readings, and engage with course activities should be well prepared for these assessments.

Course Schedule

Important Information

This course is organized into weekly modules in Canvas. While readings may be completed at your own pace during the week, all assignments, discussion boards, quizzes, group activities, and exams are due by **Sunday at 11:59 p.m. (Central Time)** unless otherwise noted.

The instructor reserves the right to modify this schedule to better meet instructional needs and enhance student learning outcomes. Any changes will be communicated through Canvas announcements.

August

Week 1 | August 17–23

Module Topic: Introduction to Media Management

Learning Activities	Reading	Deliverables	Due Date
Course Introduction, Syllabus Review, Canvas Orientation	Chapter 1	Syllabus Acknowledgement & Team Charter	Sunday, Aug. 23
Foundations of Media Management	Chapter 1	Discussion Board #1	Sunday, Aug. 23
Team Formation & Collaboration	Team Activity	Group Assignment #1: Team Charter	Sunday, Aug. 23

Week 2 | August 24–30

Module Topic: The Media Business Environment

Learning Activities	Reading	Deliverables	Due Date
Understanding the Media Business Environment	Chapter 2	Discussion Board #2	Sunday, Aug. 30
Key Industry Vocabulary	Chapters 1–2	Vocabulary Quiz #1	Sunday, Aug. 30

September

Week 3 | August 31–September 6

Module Topic: Ethics in Media Leadership

Learning Activities	Reading	Deliverables	Due Date
Ethical Issues in Media Management	Chapter 3	Reading Reflection	Sunday, Sept. 6
Ethical Decision-Making Case Study	Chapter 3	Group Assignment #2 Begins	Sunday, Sept. 6

Week 4 | September 7–13

Module Topic: Media Management Theories

Learning Activities	Reading	Deliverables	Due Date
Management Theory & Application	Chapter 4	Discussion Board #3	Sunday, Sept. 13
Key Industry Vocabulary	Chapter 4	Vocabulary Quiz #2	Sunday, Sept. 13

Week 5 | September 14–20

Module Topic: Financial Management

Learning Activities	Reading	Deliverables	Due Date
Financial Decision-Making in Media Organizations	Chapter 5	Reading Assignment	Sunday, Sept. 20
Financial Management Vocabulary	Chapter 5	Vocabulary Quiz #3	Sunday, Sept. 20
Leadership Development: Building Self-Awareness	Guided Reading	Reflection Activity	Due Oct. 18

Week 6 | September 21–27

Module Topic: Case Study – Truth

Learning Activities	Reading	Deliverables	Due Date
Film Analysis: <i>Truth</i>	Canvas Link	Concepts Application Discussion	Sunday, Sept. 27
Managing Personnel Preview	Chapter 6	Group Assignment #3 Begins	Due Oct. 11

October

Week 7 | September 28–October 4

Module Topic: Managing Personnel

Learning Activities	Reading	Deliverables	Due Date
Personnel Management	Chapter 6	Discussion Board #4	Sunday, Oct. 4
Harvey Weinstein Case & Supporting Documentaries	Supplemental Resources	Case Analysis Preparation	Sunday, Oct. 4

Week 8 | October 5–11

Module Topic: Managing Personnel Case Study

Learning Activities	Reading	Deliverables	Due Date
Weinstein Case Analysis	Chapter 6	Group Assignment #3	Sunday, Oct. 11
Midterm Assessment	Chapters 1–6	Test 1	Sunday, Oct. 11

Week 9 | October 12–18

Module Topic: Audience Research & Content Strategy

Learning Activities	Reading	Deliverables	Due Date
Audience Research	Chapter 7	Begin Group Assignment #4	Sunday, Oct. 18
Content Strategy	Chapter 8	Continue Group Assignment #4	Sunday, Oct. 18

Week 10 | October 19–25

Module Topic: Research & Content Strategy Application

Learning Activities	Reading	Deliverables	Due Date
Applied Audience Research & Strategy	Chapters 7–8	Group Assignment #4	Sunday, Oct. 25

Week 11 | October 26–November 1

Module Topic: Marketing & News Management

Learning Activities	Reading	Deliverables	Due Date
Media Marketing	Chapter 9	Reading Activity	Sunday, Nov. 1
Vocabulary Review	Chapter 9	Vocabulary Quiz #4	Sunday, Nov. 1
News & News Management	Chapter 10	Preparation for Film Analysis	Sunday, Nov. 8

November

Week 12 | November 2–8

Module Topic: Regulatory Influences

Learning Activities	Reading	Deliverables	Due Date
Regulatory Issues in Media	Chapter 11	Reading Activity	Sunday, Nov. 8
Film Analysis: <i>The Post</i>	Canvas Link	Discussion Board	Sunday, Nov. 8

Week 13 | November 9–15

Module Topic: Technology & Media Innovation

Learning Activities	Reading	Deliverables	Due Date
Technology's Influence on Media	Chapter 12	Reading & Discussion	Sunday, Nov. 15
Documentary Analysis: <i>The Great Hack</i>	Supplemental Resources	Discussion Board	Sunday, Nov. 15

Week 14 | November 16–22

Module Topic: Leadership vs. Management

Learning Activities	Reading	Deliverables	Due Date
Leadership and Organizational Effectiveness	Chapter 13	Discussion Board	Sunday, Nov. 22
Professional Branding	LinkedIn Activity	LinkedIn Profile Assignment	Sunday, Nov. 29

Week 15 | November 23–29

Thanksgiving Break

December

Week 16 | November 30–December 6

Module Topic: Personal Branding & Final Exam Preparation

Learning Activities	Reading	Deliverables	Due Date
Personal Brand Presentation	Course Materials	Presentation Submission	Sunday, Dec. 6
Team Evaluation	N/A	Peer Evaluation Form	Monday, Nov. 30

Reading Day: December 4

Week 17 | December 7–11

Final Examination Week

Assessment	Coverage	Due Date
Final Exam (Test 2)	Chapters 7–12	Friday, Dec. 11 at 11:59 p.m.

Note: Students will be notified through Eagle Alert of any campus closure impacting course operations. The course schedule is subject to change based on instructional needs and university policy.

Assessing Your Work

Grading Scale

A = 90–100

B = 80–89

C = 70–79

D = 60–69

F = 0–59

Academic Integrity

This course follows UNT Academic Integrity Policy 06.003.

Late Work

Assignments are due by the deadline posted in Canvas. Unless otherwise specified, assignments are due on Sundays by 11:59 p.m. Late work is not accepted and will receive a grade of zero unless approved in advance due to documented university-approved circumstances.

Extra Credit

No extra credit opportunities will be offered in this course.

Artificial Intelligence (AI) Policy

Students may use AI tools for brainstorming, idea generation, and learning support. However, submitted work must reflect the student's own analysis, critical thinking, and original contribution. Unauthorized submission of AI-generated work as one's own may constitute academic misconduct.

Confidentiality in the Classroom

Students are expected to maintain confidentiality and professionalism regarding course discussions and classmates' contributions.

Student Grievances

Students should first discuss concerns with the instructor. If concerns remain unresolved, students may follow UNT grievance procedures.

Attendance and Participation

Attendance in this online course is measured through active participation and assignment submission.

Students are expected to:

- Submit assignments by stated deadlines.
- Participate in discussion boards.
- Engage in group assignments and peer collaboration.
- Communicate professionally with teammates and the instructor.

Because this course relies heavily on collaboration and discussion, participation is an important component of student success.

