

## **MRTS 4430 Media Management Syllabus**

### **COURSE INFORMATION**

- Media management
- Fall, 2022
- MRTS 4430, 3 credits

### **Professor / Instructor Contact Information**

- Xiaoqun Zhang, Assistant Professor
- RTFP 233
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- Office hours: Thursday 9:00 am-11:00 am (in person or via Zoom)
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### **About the Professor / Instructor**

I gained my first Ph.D. in management from Tsinghua University, and second Ph.D. in media studies from Bowling Green State University. My research interests include media management and economics, media technology and policy, the measurement of media coverage. My work has been recently published in academic journals, such as *Telecommunications Policy*, *Journalism & Mass Communication Quarterly*, *Journalism Studies*, *Corporate Reputation Review*, *Time & Society*, etc. My work also gained four research paper awards from The Association for Education in Journalism and Mass Communication (AEJMC), and seven research paper awards from the Broadcast Education Association (BEA). I have taught the courses in communications, including Media Economics, Audience Research, Mobile Media, Telecommunication Policy and Regulations, Media Policy and Industry, Online Social Media, Introduction to Communication.

### **Introduction**

This course is designed to introduce many tasks and duties involved in electronic and digital media management, defined as the broadcast, cable, telecommunication, digital, and entertainment industries. The student will acquire knowledge related to different areas of management including business model, personnel, finance, content, marketing and sales, audience research, entrepreneurship, and other topics.

### **Course Objectives**

- Apply the basic concepts, theories, and approaches of media management in media industry studies.
- Recognize differences in management levels, skills, roles, and functions.
- Recognize the legal, ethical, and social responsibilities of management.
- Identify management and business issues across the electronic and digital media industries.
- Conduct case studies and hone decision-making skills in various circumstances.

### **Textbooks:**

- Albarran, A. B. (2017). *Management of electronic and digital media*, 6th ed. Belmont, CA: Cengage.
- Other reading materials will be posted on the Canvas.

### **Course requirements**

- You are encouraged to participate in the class activities. There are various kinds of participations including asking questions, responding to questions asked by instructors as well as class members, and making comments.
- All the writing assignments are required to be turned in on time. These assignments should be typed and **double-spaced in 12 points standard font**. Accurate **APA documentary style** is required.

### **Class Rules and Guidelines**

- You are expected to respect your peers and the instructor. Mutual respect should be practiced.
- **Late work can only get half of the corresponding points.** I know people give many reasons for late work (e.g., system crash, illness, etc.). You need to plan and schedule to complete work early.

### **COVID Guidelines**

UNT has developed protocols to track UNT faculty, staff and students who have tested positive for or been diagnosed with COVID-19. All protocols are in adherence with CDC guidelines and developed in conjunction with local health authorities. See the [COVID Guidelines website](#) for more information.

A COVID email address has been established to help UNT community members report and understand COVID-19 symptoms, testing information and/or results; receive guidance on actions they may need to take following potential exposure; and with questions related to COVID-19's impact on our university operations.

Email [COVID@unt.edu](mailto:COVID@unt.edu) to report symptoms, positive COVID results, or ask COVID-related questions.

If a student in an in-person class tests positive, they should contact the COVID-19 Team for guidance about when they may return to class. Faculty teaching the COVID-positive student will be notified and provided additional information, including [a video to share](#) with other students in the class. You are not required to play the video every time a student in class tests positive.

COVID-19 antigen testing is available in the student health and wellness center or in the Union Mondays through Friday. Book online at [cur.tv/UNTunion](https://cur.tv/UNTunion).

If a student would like to obtain a face covering for class, they are available several campus locations. Some of the most convenient locations include:

- Willis Library
- Union Information Desk
- VP Student Affairs office – Hurley Administration Building
- Discovery Park – Engineering Dean’s Office & College of Information Dean’s Office
- Inspire Park –Administrative Office 115
- Hall Park – Library 166

### **Academic integrity and special needs**

- University of North Texas is a community that considers academic integrity essential to its sustenance. It is important to acknowledge and comply with the university academic integrity policy. Any violation of this policy will be punished. The punishment will be a failure for the course, or expulsion from the university. More information about the academic integrity can be obtained from <http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16>.
- The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. Students with disabilities should contact the Office of Disability Accommodation (ODA) at 1167 Union Circle Sage Hall Suite 167 (phone: 940-565-4323) to verify your eligibilities. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations are at <http://www.unt.edu/oda/apply/index.html>. Please meet me early in the semester if you have special needs to be accommodated.

### **Assignment descriptions**

- **Online discussion:** You are required to answer the prompts posed on Canvas. You should post an original response (approximate 300 words) to the question by Tuesday no later than 11:59 P.M., and comment on the posts of other THREE classmates by Thursday no later than 11:59 P.M. 50 points are for the original response to the question, and 20 points are for the comments on other students’ responses. The short essay will be graded on the quality of writing and arguments, the ability of applying concepts/theories, and the strength of the evidence. The comments on other’s responses will be graded on the number of the comments, the quality, and timeliness of the comments.
- **Case Studies.** You are required to do TWO case studies in the main textbook Albarran (2017) during this semester. The guideline for case studies is posted on the Canvas. The requirements for these case studies are listed as the follows. You need to review the case studies of one of your peers and do the peer evaluations. The score of each case study is 40 points, and the peer evaluation is 10 points.

- Case study #1: Dealing with a Major Advertiser, located on pp. 67-68.

This case study places you in the role of a General Manager of a TV station. You must make a decision that will test your sense of ethics. It is a good idea to review both the Case Study Preparation handout before you start writing your assignment. The minimum length of this case study should be 500 words. The shorter paper will have a proportional deduction. You *\*do not\** have the option of having the story edited or revised. You must make a decision on whether or not to run the story or not.

- Case study #2: Personnel Problems at KDMT-TV, located on pp. 136-138.

Read the case carefully, and take the role of the General Manager and address these two personnel matters. Remember, do not add facts to the case. You are not a lawyer; that is not your role in this case. Be sure and discuss possible outcomes and provide a clear rationale for your decisions for both of these personnel matters. The minimum length of this case study should be 500 words.

- **Exercises:** You are required to do THREE exercises during this semester. The requirements for these exercises are listed as the follows. The score of each case study is 50 points.

- Exercise #1: Buying exercise, located on pp. 160-162.

Read Chapter 7 and reviewed the presentation for the chapter. There is no minimum length for this exercise. The grading is based on the quality of analysis that supports the ranking of the stations.

- Exercise #2: Financial analysis exercise, located on pp. 111-112.

Use the income statement on p. 112 to calculate the ratios and measures in the case. Next, provide a short narrative (one paragraph) to answer the question at the end of the case. The formulas are not necessarily presented. The answers should include the ratio/measure value for each of the five items on p. 111. Your grade is based on correct calculations and your interpretation of the findings.

- Exercise #3: Sales exercise.

Download the attachments with the assignments. You are to complete the sales exercises, one for radio and one for TV, on the two Word documents. You do not need to put the formulas on the assignment; you can simply type in the answers or write them in, scan it, and submit the project. Because this is a math-based case there is no rubric; grades will be based on correct calculations.

- **SWOT Analysis.**

You are to conduct a basic SWOT analysis based on your reading of Albarran (2017) Chapter 2 (see p. 38).

There are four hypothetical mergers. Pick one pair of these four possible mergers. Your task is to look at each company and determine each entity's Strengths, Weaknesses, Opportunities and Threats. Remember the first two are internal, the last two are external. Consider yourself consultants, and you have been hired to review the possible merger and conduct an independent SWOT analysis.

You will write a paper based on this SWOT analysis with minimum 1000 words.

For research material, limit this project to Internet sources. You should consult sites like the Wall Street Journal (wsj.com), Yahoo Finance, Marketwatch, etc., as well as the individual company's web sites. Writing should be typed and double-spaced in 12 points standard font. Accurate APA documentary style is required.

Here are the potential merger scenarios:

*Alphabet (Google) and ViacomCBS*  
*Spotify and Pandora*  
*Netflix and Apple*  
*Facebook and Twitter*

- **Short Essay on Big Data and Media Entrepreneurship**

You are required to writing a short essay on big data and media entrepreneurship. In this short essay, you need to analyze/discuss the following aspects of these issues:

1. What are big data and big data analytics?
2. How big data analytics is applied in various media industries?
3. Why big data analytics is regarded as the value generator for entrepreneurial opportunities?
4. Suppose you own a new start-up media firm, how would you apply big data analytics in your business?
5. What are the major concerns regarding the application of big data analytics in media industries?

At least 10 sources are needed, at least FIVE of which should be scholarly/academic sources. Scholarly/academic sources include journal articles, books/book chapters, research reports/projects, etc. The textbooks and reading should be used as the academic sources (each chapter counts one source). You may add other academic sources to meet the requirement. The length of the reports should be at least FIVE pages, excluding reference pages. Writing should be typed and double-spaced in 12 points standard font. Accurate APA documentary style is required.

- **Final Exam.** You will a final exam. The exam consists of 100 multiple choice and true/false questions. These questions come from Albarran, A. B. (2017). *Management of Electronic and Digital Media*, 6th ed.

## **Evaluation**

### Assessment weighting

Online discussion	$35 \times 10 = 350$
Case studies	$50 \times 3 = 150$
Exercises	$50 \times 2 = 100$
Short essay on SWOT analysis	100
Short Essay on Big Data and Media Entrepreneurship	100
Final exam	200
Total	1000

Final grading scale: A=900-1000; B=800-899; C=700-799; D=600-699; F=below 600

For graduate students, additional paper Short essay on Business Model counts 100 points.

Final grading scale: A=1000-1100; B=900-999; C=800-899; D=700-799; F=below 700