

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		05-216	Apr 11/8/05	Apr 2/28/06

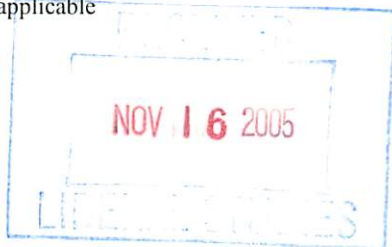
Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person B. Gail Wilson	Email Address bgwilson@iup.edu
Proposing Department/Unit Communications Media	Phone 7-3210

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)	
<input checked="" type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change
<input type="checkbox"/> Course Deletion	<input type="checkbox"/> Catalog Description Change
COMM 410 Promotion for Radio, Television, and Cable Promotion	
<u>Current Course prefix, number and full title</u>	<u>Proposed course prefix, number and full title, if changing</u>
2. Additional Course Designations: check if appropriate	
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)
<input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals	
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track
<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision
<input type="checkbox"/> Other	
<u>Current program name</u>	<u>Proposed program name, if changing</u>
4. Approvals	
Department Curriculum Committee Chair(s)	Date
<i>Jan Pentonye</i>	9-16-05
Department Chair(s)	
<i>Robert P. Dudo</i>	9/16/05
College Curriculum Committee Chair	
<i>Clay J. ...</i>	9/27/05
College Dean	
<i>May Ann Ragoth</i>	9/27/05
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	
<i>Gail Sedquist</i>	11-8-05

* where applicable



Received
FEB 10 2006
Liberal Studies

Description of Curriculum Change:

The Department of Communications Media proposes to add COMM 410 Promotion for Radio, Television and Cable to its list of permanent course offerings.

Justification:

Students majoring in Communications Media are frequently pursuing careers in various aspects of broadcasting and electronic media. The increasing popularity of television, radio and cable promotions as a career pursuit has prompted our department to offer courses to better prepare students for this career path. Of the approximately 150 Communications Media students completing internships in the summer of 2005, 40 are interning in promotions departments of radio or television stations.

Promotion directors at radio and television stations are responsible for creating on-air and off-air promotions to increase the number of listeners and viewers for the station. As part of this effort these media professionals write on-air promotional announcements, coordinate on-air contests, coordinate off-air events and work closely with station sponsors. The types of responsibilities require a strong understanding of television, radio and cable audience ratings and research, television, radio and cable audience demographics and media programming. These individuals must develop strong organizational and planning skills. It is the goal of this new course offering to help students begin to develop some of this background.

While the course content is currently specific to broadcast media, we have chosen not to put the term "broadcast" in the course title as we will also be discussing cable television promotion, which by definition is not broadcast.

As the course is currently being offered for the third time as a special topics course, the content has been well-refined, student assignments and projects are well-developed and the course has been very successful.

Syllabus of Record

I. Course Description:

COMM 410 – Promotion for Radio, Television and Cable

3 class hours
0 lab hours
3 credits
(3c-01-3cr)

Prerequisites: COMM 150

Designed to teach students the promotion processes used by promotion directors at radio stations, television stations and cable outlets. Emphasis will be placed on understanding the purpose and application of demographic and psychographic targeting of the television, radio and cable audiences. Students will be involved in a project to effectively promote IUP's on-campus radio and/or television station. This course is designed to help students understand how to build audiences in the competitive television, radio and cable environments.

II. Course Objectives:

At the conclusion of this course students will be able to:

- 1) Define and understand the terms, concepts and theories of television, radio and cable promotion
- 2) Describe and understand the role, responsibilities and skills expected of a promotion director at a radio or television station
- 3) Evaluate promotional strategies used by radio and television stations
- 4) Apply the strategies learned to creating, planning and executing a promotional event for IUP's on-campus radio and/or television station
- 5) Evaluate the promotional radio or television event planned by their team

III. Detailed Course Outline

Week #1 (3 hours)

- Discussion of course requirements
- The Scope of television, radio and cable promotions

Week #2 (3 hours)

- The role of the television, radio and cable promotion director
- Television, radio and cable promotions opportunity analysis
- Establishing television, radio and cable promotions goals and objectives

Week #3 (3 hours)

- Team assignments made and team project discussed
- Understanding television, radio and cable audiences

Week #4 (3 hours)

- Television, radio and cable audience promotion

- On-air and Off-air Promotions

Week #5 (3 hours)

- Writing radio/television promotional announcements
- Understanding television, radio and cable audience research and ratings

Week #6 (3 hours)

- Local Radio Promotion
- Network Television Promotion
- News Programming Promotion

Week #7 (3 hours)

- Syndicated Television Series Promotion
- Integrating the Web and Web sites in station promotions

Week #8 (3 hours)

- Mid-Term review
- Mid-Term Test
- Promotion in Public Broadcasting

Week #9 (3 hours)

- Consumer promotions to increase television, radio and cable audiences

Week #10 (3 hours)

- Motivating television, radio and cable audiences
- Public Service and community involvement as television, radio and cable promotions

Week #11 (3 hours)

- Cable Promotion
- Selecting and buying television, radio and cable

Week #12 (3 hours)

- Regulation and ethics of television, radio and cable
- Evaluation of television, radio and cable promotions

Week #13 (3 hours)

- In-class presentations and evaluation of radio or television team projects

Week #14 (3 hours)

- In-class presentations and evaluation of radio or television team projects
- Final exam review

Final Examination as scheduled

IV. Evaluations Methods

Students will be evaluated on the successful completion of all class assignments as detailed in instructions distributed in class. The following assignments will be required:

1. Promotion Director interview – each student will interview the promotion director of a radio or television station. (40 points/7.5%)
2. Two short papers – Analyzing the on-air and off-air promotional strategies of an area radio station and an area television station. (25 points each/9.4%)
3. Three on-air promotional announcements, promoting WIUP-FM or WIUP-TV. (45 points/8.4%)
4. One event – team project to plan, schedule and execute a promotional event for WIUP-FM or WIUP-TV. Proposed events must be approved by the instructor and the management of radio or television station. (150 points/28%)
5. Team presentation – in-class presentation of the WIUP-FM or WIUP-TV promotional event from above assignment. Presentation will include analysis of the target audience, budget, and evaluation of the event. (50 points/9.4%)

Examinations:

Students are required to take two examinations (a mid-term and a final exam) covering lecture notes and class readings. Each test is 100 points/37.3%.

V. Grading Scale

Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100 %	=	A
80-89.9 %	=	B
70-79.9 %	=	C
60-69.9 %	=	D
below 60 %	=	F

VI. Attendance Policy

Individual course instructors will denote an attendance policy in student course syllabi that is consistent with the University attendance policy.

VII. Required Textbook

Eastman, Susan Tyler, Douglas Ferguson and Robert Klein (2002) Promotion and Marketing for Broadcasting, Cable and the Web, 4th Edition, Focal Press, New York, NY.

VII. Special Resource Requirements

There are no special resources required for this course.

VII. Bibliography

Albarran, A., & Pitts, G. (2001). The Radio Broadcasting Industry. New York: Allyn & Bacon

Creech, K. (2003). Electronic Media Law and Regulation. Boston: Focal Press.

Eastman, S., & Ferguson, D. (2001) Broadcast Cable Programming. Boston: Focal Press.

Friedmann, A. (2001). Writing for Visual Media. Boston: Focal Press.

Herweg, A. (1999). Radio's Niche Marketing Revolution. Boston: Focal Press.

Keith, M. (2003). The Radio Station. Boston: Focal Press.

McDowell, W., & Batten, A. (2005). Branding TV. Boston: Focal Press

Orlik, P. (2004). Broadcast/Cable Copywriting (7th ed.). New York: Allyn & Bacon

Parsons, P., & Frieden, R. (1998). The Cable and Satellite Television Industries. New York: Allyn & Bacon.

Perebinossoff, P., Gross, B., & Gross, L. (2005). Programming for TV, Radio and the Internet (2nd ed.). Boston: Focal Press.

Pringle, P., Starr, M., & McCavitt, W. (2002) Electronic Media Management (4th ed.). Boston: Focal Press.

Shane, E. (1999). Selling Electronic Media. Boston: Focal Press.

Traudt, P. (2005). Media, Audiences, Effects: An Introduction to the Study of Media Content and Audience Analysis. New York: Allyn & Bacon

Walker, J., & Ferguson, D. (1998) The Broadcast Television Industry. New York: Allyn & Bacon.

Course Analysis Questionnaire

Section A: Details of the Course

A1. This course is designed for Communications Media majors as an upper level departmental elective. The content of this course is unique enough to require a new course as promotions is a fundamental part of radio and television stations and is house in its own department at most stations.

A2. The addition of this course will not require changes in any other Communications Media courses.

A3. This course has been offered as a special topics course twice, Fall 2003 and Fall 2004 (scheduled third offering is Fall 2005). Thirty-five students were enrolled in each of the previous offerings and 36 students are currently enrolled for Fall 2005.

A4. This course is not planned for dual-level approval.

A5. This course is not planned for variable credit.

A6. Courses in Broadcast or Media Promotion are offered in Communications or similar departments at several other colleges or universities including:

Ball State University – Broadcast Promotion

Indiana University – Promotion and Marketing in Telecommunications

Marquette University – Broadcast Sales and Promotion

Oklahoma State University – Broadcast Promotion

University of Central Florida – Broadcast Promotion

Western Carolina University – Broadcast Sales and Promotion

A7. The course content is not required by any professional society or accrediting agency. However, this field of study is supported by two professional societies, PROMAX and Broadcast Designers whose membership includes promotion directors and designers who create broadcast promotions.

Section B: Interdisciplinary Implications

B1. This course will be taught by one instructor in the Department of Communications Media

B2. There is no significant overlap with the course content presented here and any other department. The course is very specific to the promotional practices undertaken within radio and television stations. The course syllabus has been provided to the chairs of the Journalism and Marketing Departments as these are the only departments where we see any potential overlap. Relevant emails are attached.

B3. This course will not be cross-listed with other departments.

B4. Seats in this course will be made available for students in Continuing Education as needed.

Section C: Implementation

C1. Faculty resources are adequate. This course will be offered for the third time in Fall 2005 and taught by Dr. B. Gail Wilson as part of her regular course load.

C2. No additional resources are needed to teach this course.

C3. No resources for this course are provided by grant funding.

C4. This course will be offered once each academic year. There are no seasonal implications or restrictions on the course offering.

C5. One section of the course will be offered during a given semester.

C6. The course is currently enrolling 35 students. Given the nature of the team projects and in-class presentations, larger enrollments would be difficult to accommodate.

C7. No professional society recommends enrollment limits.

C8. This course is not currently being considered for Distance Education.

Section D: Miscellaneous

Not applicable.

Subject: COMM Media course for your review
From: "B. Gail Wilson" <bgwilson@iup.edu>
Date: Mon, 06 Jun 2005 09:51:47 -0400
To: sharma@iup.edu

Dr. Sharma,

I am writing to you on behalf of the Department of Communications Media and attaching the syllabus for a course we are planning to add to our curriculum. The course, Electronic Media Promotions, is designed for COMM Media students who will be working in promotions departments at radio and television stations. While, I don't believe there is any conflict with content of courses in the Marketing Department, the title of the course textbook does include the term "marketing." I am providing the syllabus for your review and comments before the course is forwarded to the UWUCC.

B. Gail Wilson
Associate Professor
Department of Communications Media

Subject: Re: COMM Media course for your review
From: "Varinder sharma" <sharma@iup.edu>
Date: Mon, 6 Jun 2005 12:00:38 -0400
To: "B. Gail Wilson" <bgwilson@iup.edu>
CC: "Varinder M Sharma" <sharma@iup.edu>

Hi Gail:

I think we have no problem with the current contents of the course COMM 401. Please let me know if we can be of any other help.

Thanks and regards

Varinder

Dr. Varinder M. Sharma Ph. D., M. B. A., M. Tech., M. S.
Professor & Interim Chair
Department of Marketing
402 A, Eberly College of Business & Information Technology
Indiana University of Pennsylvania
Indiana, PA 15705. U. S. A.
Office: (724) 357-2113
Fax: (724) 357-6232
----- Original Message -----
From: "B. Gail Wilson" <bgwilson@iup.edu>
To: <sharma@iup.edu>
Sent: Monday, June 06, 2005 9:51 AM
Subject: COMM Media course for your review

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B. Gail Wilson
Associate Professor
Department of Communications Media

Subject: Comm course for your review
From: "B. Gail Wilson" <bgwilson@iup.edu>
Date: Mon, 06 Jun 2005 09:48:23 -0400
To: Randy.Jesick@iup.edu

Randy

I'm attaching a copy of the syllabus for our promotions courses. I am planning to submit this to the UWUCC in the fall and wanted you to review it to see if there are any overlap issues.

Gail

Subject: Re: Are you ready?
From: "randyj@iup.edu" <randyj@iup.edu>
Date: Mon, 22 Aug 2005 15:18:02 -0400
To: "B. Gail Wilson" <bgwilson@iup.edu>

on 8/22/05 9:04 AM, B. Gail Wilson at bgwilson@iup.edu wrote:

Your first semester as chair... are you excited? I'm sure you are.
Now that you're chair do you still have time for regular faculty slugs
like me? Just wondering if you had time to look at that course syllabus
I sent you earlier in the summer and if you have any feedback for me. I
hope to put that through the curriculum pipeline ASAP.

B. Gail

Aug. 22

Dear B. Gail,

There's always time for you. I'll drop whatever just to be with you
whenever.

Can you do me a big favor and please, please, please send me another
copy of your course proposal? It's here somewhere, but maybe Russell took
it with him into retirement.

Thanks, Gail.

Until later.....

RJ

Subject: Re: Are you ready?
From: "B. Gail Wilson" <bgwilson@iup.edu>
Date: Tue, 23 Aug 2005 09:47:33 -0400
To: "randyj@iup.edu" <randyj@iup.edu>

Here's the syllabus. I know you're busy but please let me know what you think.

BG

randyj@iup.edu wrote:

on 8/22/05 9:04 AM, B. Gail Wilson at bgwilson@iup.edu wrote:

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Thanks, Gail.

Until later.....

RJ

Subject: COMM 401 - Media Promotion
From: "B. Gail Wilson" <bgwilson@iup.edu>
Date: Thu, 15 Sep 2005 10:17:43 -0400
To: "Randy.Jesick" <Randy.Jesick@iup.edu>

Randy

The Communications Media Department has approved the course COMM 401 - Media Promotion that I sent you over the summer. It is being forwarded to the College of Ed curriculum committee for review. I know you're busy getting started with the semester but I would still appreciate any comments or concerns you have about the course.

Gail

September 6, 2005

Dr. Gail Wilson
Associate Professor
Department of Communications Media
123 Stouffer Hall
Indiana, PA 15705

Dear Gail:

Thank you for the opportunity to review the paperwork for COMM 401. I congratulate you on this interesting course and hope that we can work together to ensure that it sails through the curriculum review process. Here are some suggestions I have:

1. Page 1, Paragraph 1. Can we change the wording of other electronic media outlets to broadcast and cable outlets? Since the course is limited to broadcast outlets for now, I think that avoids any ambiguity.
2. Page 1, Paragraph 1. Can you change the final sentence to read, "This course is designed to help students understand how to build audiences in broadcast and Cable TV." I think this is more focused than the wording "in a competitive media environment."
3. Page 1, final two bullets. Can you add the phrase "for a radio or TV station" to the end of the items.
4. Page 4, Item 4. Can you explicitly say that the proposed events must be limited to the management of a radio or television station?
5. Page 5, Item 5. Can you add the phrase "for WIUP-FM or WIUP-TV" after the word "event." I couldn't approve, for example, if they were doing events for a nonprofit organization, e.g., the American Red Cross.

Finally, I'd ask that communications media agree that this course is not a public relations or advertising course and that it will not be presented to students as one. I do not believe

it is from reading the paperwork. Moreover, none of the courses you cite from other universities seem to be part of any public relations program. They are also not consistent with coursework outlined by the Public Relations Society of America.

But last semester, a communications media alum wrote to *The Penn* that communications media does prepare students for careers in PR and cited this course as an example.

As you know, the journalism department does not feel that is consistent with national accrediting or professional standards. The department's faculty also feel that it does a disservice to students for communications media to recruit PR students because its curriculum is not in line with accrediting or professional standards in PR.

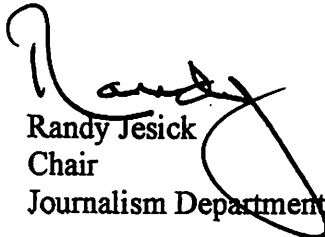
I feel that the departments need to have a serious discussion over the issue. I'd hate for this course to get caught up in that debate.

If these changes and conditions are acceptable, please let me know. I'd be happy to work with you in any way to ensure that the course goes through the curriculum process as quickly as possible.

However, if you feel the changes and conditions are unacceptable, let's meet. I'd hate for this to become a battle before the Faculty Senate. As chair, I'd like the departments to work together and to identify areas of collaboration. I want to avoid any situation that compromises that objective.

Have a great semester and I look forward to talking to you soon.

Sincerely,


Randy Jesick
Chair
Journalism Department

Subject: COMM 401

From: "B. Gail Wilson" <bgwilson@iup.edu>

Date: Thu, 29 Sep 2005 13:16:18 -0400

To: "randyj@iup.edu" <randyj@iup.edu>

Randy

Thank you for your feedback on COMM 401. I have rephrased the course description and assignment descriptions to include the language you requested. While not the exact wording you suggested, I believe it accomodates your concerns. I have attached the revised copy.

This course has been approved by the College of Ed Curriculum Committee and is being forwarded to the UWUCC.

I appreciate your support and assistance with this approval.

Gail