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Proposal #
(Academic Affairs use only)

AY20-412 Proposal #
(College use only) Revised based on LACC comments

REQUEST FOR A NEW COURSE

University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

Course Subject
MCOM | **5133**

Course Title (maximum of 30 characters)
*Remember when abbreviating names, this is how they will appear on student's transcripts.
Media Management

Course Title: (full title of course if longer than 30 characters)

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp

CIP Code: **09.0900**

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.

Course description only Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.
(Please use standard American English including full sentences.)

Media Management is an in-depth study of the current social, economic, legal, and ethical challenges facing managers in media organizations. Theories of media management are explored and applied.

Mass Communication

Department submitting the proposal

Mark Zimmerman

Person to contact with questions

mzimmerman@uco.edu

email address

5174

Ext. number

Approved by:

Mary Carver

Department Chairperson

9/10/20

Date

Rozilyn Miller

Digitally signed by Rozilyn Miller
Date: 2020.09.11 08:58:04 -05'00'

College Curriculum Committee Chair

Date

(Please notify department chair when proposal is forwarded to dean.)

Dean Catherine Webster

Digitally signed by Dean Catherine Webster
Date: 2020.09.14 15:16:49 -05'00'

College Dean

Date

(Please notify the department chair when proposal is forwarded to AA.)

Academic Affairs Curriculum or Graduate Council. Date

Office of Academic Affairs

Date

Effective term for this new course

(Assigned by the Office of Academic Affairs.)

1. Does this course have an undergraduate / graduate counterpart?
 Yes No
2. Is this proposal part of a larger submission package including a program change? **[New Program]**
 Yes No
3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)
 Yes No If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.
 CTE Approval (Stamp or initial) _____
4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?
 Yes No If yes, when was the most recent offering? _____
5. Does this course affect majors or minors outside the department?
 Yes No If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.

6. Prerequisite courses:
 Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213 Example 3: 8 hours of biology including BIO 1404
 Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)
None
7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?
N/A
8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.
N/A
9. Will this course have enrollment restrictions?
 Yes No If No, go to question 13.
10. Specify which major(s) may or may not take this course. Specifying a major, excludes all other majors from enrolling.
 Check one: May _____ May not _____
 Major Code: _____
11. Which of the following student classification(s) may enroll in this course?
 Check all that apply:
- | | | |
|----------------------|----------------|-------------------------------------|
| Graduate | (2) 19 + hours | <input checked="" type="checkbox"/> |
| Graduate | (1) 0-18 hours | <input checked="" type="checkbox"/> |
| Post Baccalaureate * | | <input type="checkbox"/> |
| Senior | | <input type="checkbox"/> |
| Junior | | <input type="checkbox"/> |
| Sophomore | | <input type="checkbox"/> |
| Freshman | | <input type="checkbox"/> |
- * Graduate level courses are not open to Post Baccalaureate students.
12. Check or list other restrictions for this course.
- | | |
|--------------------------------|-------------------------------------|
| Admission to Graduate Programs | <input checked="" type="checkbox"/> |
| Admission to Nursing Program | <input type="checkbox"/> |
| Admission to Teacher Education | <input type="checkbox"/> |
| Other | _____ |

13. Course objectives: Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: <http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints>.)

Upon completion of this course, the learner will:

- 1. Interpret management theories that specifically relate to communication industries.**
 - 2. Analyze academic research relating to media management theories.**
 - 3. Develop new research by applying theoretical knowledge attained in the course.**
 - 4. Synthesize newly created research with existing theory.**
 - 5. Write research findings, using scholarly practice, including APA style.**
-

Course Detail Information:

14. Contact Hours (per week)

- 3 Lecture hours (in class)
 Lab hours (also studios)
 Other (outside activities)

15. Repeatable course.

- 1 Number of times this course can be taken for credit.

16. Schedule type: (select one only)

- Activity P.E. (A)
 Lab only (B)
 Lecture/Lab (C)
L **Lecture only (L)**
 Recitation/Lab (R)
 Student Teaching (STU)
 Studio Art/Design (XSU)

17. List existing course(s) for which this course will be a prerequisite. Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

None

18. What resources, technology or equipment must be acquired to teach this course? List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

None

19. The UCO Library has the required library resources available for this new course?

- x** **Yes** **No** If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.
Kaitlyn Palone; August 26, 2019; significant holdings in Communications are available in the library through current databases.
-

If no, what additional library resources must be acquired for this new course? List items which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)

NA

20. Names of current faculty qualified to teach this course.

Dr. Desiree Hill, Dr. David Nelson

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:

None

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.

The 4000 level undergraduate version of this course has been taught every spring for the past 5 years. Leaving seats for graduate students in the regular spring offering will be part of the rotation and will not affect staffing or undergraduate enrollment.

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.

NA

24. Projected enrollment for two academic years following approval of new course:

Semester	2021	2022
Fall	--	--
Spring	5	5
Summer	--	--

25. Using State Regents' definition of liberal arts and sciences (quoted below), characterize the course as follows:

Non-liberal arts and sciences
 Liberal arts and sciences

"The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences." State Regents Policy and Procedures. Chapter 2, Section 5, "Degree Requirements" part 1, (2). P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)

Media Management is a foundational course that provides an in-depth overview of the current modern media landscape. While an elective to the proposed M.A. program in Strategic Communications, the course explores the foundations of management in a media context and is tailored to any entry-level or experienced communication professional.

27. Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.

Discipline Knowledge	<u> X </u>
Leadership	<u> X </u>
Research, Scholarly and Creative Activities	<u> X </u>
Service Learning and Civic Engagement	<u> X </u>
Global and Cultural Competencies	<u> X </u>
Health and Wellness	<u> X </u>

28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from "Course Level Characteristics" document for the appropriate course level of proposed course. Document may be found on: <http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc> .

5000 LEVEL COURSES

Course Level Characteristics	Please describe how this course meets this requirement.
1. It is assumed that students in these courses have acquired the ability to use language effectively, to engage in analytical thought and creative processes, and to use information and bibliographic sources with skill.	Students in this course students will write a research paper, including a literature review and research proposal.
2. It is assumed that students in these courses have achieved a significant level of maturity in the discipline, evidenced by a considerable background of knowledge.	Students will learn about each of the most influential management theories with an emphasis on communication industries and be expected to discuss their application to issues within the field.
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: <ul style="list-style-type: none"> a. Students should be required to undertake original scholarly/creative activity. b. Students should assume greater responsibility for mastering the subject matter. c. Close working relationships should exist between instructors and students. 	By the end of the course, students will understand scholarly research methods and will be able to undertake their own research proposals regarding the field of media management. They will be able to begin execution of their own research in the field of media management, based on the concepts learned in the course.

**UNIVERSITY OF CENTRAL OKLAHOMA
DEPARTMENT OF MASS COMMUNICATION
COLLEGE OF LIBERAL ARTS
MEDIA MANAGEMENT
MCOM 5133
CRN XXXX
Spring year TBA SYLLABUS**

Desiree Hill, Instructor
Office: COM 135
Office Phone: (405) 974-2792
Email: dhill33@uco.edu
[@dezhill](mailto:dhill33@uco.edu)

Meeting Times: Online, D2L

Office Hours:

Monday – 5:00-6:00 p.m.

Tuesday – By appointment

Wednesday – 5:00-6:00 p.m.

Thursday - 2:00-5:00 p.m.

Other times available by appointment

Syllabus also posted on D2L

Course Description: Media Management is an in-depth study of the current social, economic, legal, and ethical challenges facing managers in media organizations. Theories of media management are explored and applied.

Objectives:

Upon completion of this course, the learner will:

1. Interpret management theories that specifically relate to communication industries.
2. Analyze academic research relating to media management theories.
3. Develop new research by applying theoretical knowledge attained in the course.
4. Synthesize newly created research with existing theory.
5. Write research findings, using scholarly practice, including APA style.

Text #1: *Work Happy*, by Jill Geisler.

Text #2: *TBA*

Transformative Learning

This course addresses all six of the university's transformative learning goals: **Discipline Knowledge** will be attained via the hands-on and creation of work product from the course. **Leadership** will be gained as students work in teams and lead each other to a higher level of work and learn from their successes and failures in leadership roles. Students will gain **Problem-Solving** skills as they encounter barriers to the final work product and then creatively remove those barriers. **Service Learning/Civic Engagement** will be explored as students learn about engaging with the community in which they work. **Health and Wellness** will also be achieved through in-depth discussions on the mental health aspects of working in stressful, deadline-based environments. **Service Learning/Civic Engagement, Health and Wellness and Global Competency** will also be achieved as students actively engage in current media-related events, which touch on each of those platforms.

Assignments

Homework (10%) consists of regular assignments given throughout the semester. Homework includes reflection papers and quizzes with analysis on how that knowledge will relate to the student's role in the workplace and to demonstrate understanding of the assigned weekly readings.

Discussion (20%) Discussion papers will be weekly one-page (double-spaced) responses to the chapter readings from both texts. Students are expected to demonstrate their knowledge and understanding of the chapter readings, as well as reflect on their own experiences.

Discussion response (10%) Students will review colleagues' discussion papers and respond to each.

MBTI leadership plan (10%) Students will analyze results of MBTI assessment. They will construction a plan incorporating awareness of their own personality style and how they will be mindful of managing different personality types.

Interview an expert (20%) will be an individual project incorporating a current problem/challenge/business opportunity faced by the media industry today. The student will interview or research a media **manager or leader who is in a higher-level management position than the student.**

The student will propose a solution or strategy in a short report. The paper will center around "How are you strategizing for the future? What does the future of media look like?" (3 pages double-spaced, APA style) and presentation **on the topic. Ideally, this interview will also inform your final research project. Papers and work from other classes are not accepted for this class.**

Final research project (20%) will be the selection of a topic that you want to be an expert in regarding the management of the media industry. Students will research from a variety of sources the latest, more important information regarding that topic, and create a research product to demonstrate knowledge of the topic. The paper will synthesize materials from both texts, outside research and readings, and may also incorporate the expert interview content. The research may be presented in a paper, video, audio, podcast, news package, blog or other format that may be proposed by the student.

Final research conversations (10%) will be a role play "elevator pitch" with a classmate regarding the student's research topic. Students will play the role of the "dream leader" the student has the opportunity to converse with on the topic of expertise they select. These conversations are designed to hone the content and confidence of students when they encounter such opportunities.

We will discuss each of these assignments in more detail in advance of their due dates and rubrics will be posted on D2L for each.

Grading

Grading Scale

90-100 A

80-89 B

70-79 C

60-69 D

59 and below F

Policies

Deadlines: Late work is not accepted unless previously agreed-upon with professor.

Course Schedule

Week 1

Homework

Course overview Why is learning about media management and leadership valuable? What are current issues in media management?	Chapter 1, Geisler "The Challenges and Joys of Management – a Reality Check" Chapter 1, TBA text
Week 2	
My leadership top 10 - lecture	Chap 2 Discussion due "What Employees Never Forget" Chapter 2, TBA text Research topic selected
Week 3	
Media Business Myths - lecture	Chap 3 Discussion due "How to Tap the Power Grid of Leadership" Chapter 3, TBA text Homework: Leadership Power Grid Quiz
Week 4	
Complete Myers-Briggs Assessment by beginning of week 4 Lecture: "You should not treat everyone the same" Myers-Briggs Assessment What do your results mean to you as a leader?	Chap 7 (connected to MBTI content) "You Should Not Treat Everyone the Same" Submit Myers-Briggs leadership plan
Week 5	
Lecture: Managing yourself	Chapter 4 "Manage Yourself, So You Can Manage Others" Chapter 4, TBA text Myers-Briggs plan for leadership and work/Chapter 7 discussion due
Week 6	
Specific issues in managing broadcast, print, digital, and strategic communications industries lecture	Homework: DAP audit Chapter 5 "You and Your Big Mouth" Chapter 5, TBA text
Week 7	
Managing talent, anchors, celebrities, divas, and workplace superstars	Chapter 6 "To Win the Battle for Your Time" Chapter 6, TBA text Homework: Emotional Intelligence Quiz
Week 8	
Big 5 lecture	Chapter 8 "Motivation the really matters" Chapter 7,8, TBA text Homework: Mini-Markers of the Big Five Expert interview paper due
Week 9	
Issues in managing emerging and new media	Chapter 9: "The Secret to Performance Management: Feedback" Chapter 9: TBA text Research paper outlines due
Week 10	
Lecture: Difficult conversations	Chapter 10: "Tough Talk" Chapter 10: TBA text
Week 11	
Audience feedback: understanding research and ratings	Chapter 11: "Stop fixing, Start Coaching" Chapter 11: TBA text
Week 12	
Change lecture	Chapter 12: "Change is the New Normal:"

	Lead the Way" Chapter 12: TBA text Homework: Change Checkup
Week 13	
<i>Journatic</i> – the value of content and Why journalists deserve low pay (article)	Chapter 13 "What It's Really Like to Work Here, Boss" Chapter 13: TBA text
Week 14	
Lecture: managing budgets Negotiation, salary issues, budget cuts, layoffs	Chapter 14 "How to Manage Your Boss" Chapter 14: TBA text Research paper/video/podcast rough draft due
Week 15	
Lecture: Managing employee trauma	Chapter 15 "For Great Bosses, It's Always About the Values" Chapter 15 TBA text Final research conversations due
Finals week	
Final meetings scheduled with professor: one-on-one or virtual	Research paper/podcast/video due