

M343—Electronic Media Sales
Summer Session, 2015

Professor

Dr. Robert F. Potter
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Office hours by appointment

Class Meetings

Daily from 12:45pm-2:00pm
RTV 226

Course Description

This course is designed to introduce students to techniques and skills used in selling advertising for television, radio, cable and related professions. These include researching prospective client business; understanding and applying the marketing model; understanding how to develop an effective media mix to achieve client marketing goals; preparing written and oral sales presentations. We will also discuss how technology designed to help audiences to avoid advertising (i.e., DVRs, satellite radio, portable mp3 players, etc.) makes the job of the salesperson more challenging.

Required Text

Warner, C (2009). *Media Selling (4th Edition)*. Madden, MA: Wiley:Blackwell.

***** Do NOT buy a copy from a bookstore or online bookseller. You have already paid a course fee that will provide you with an electronic copy of this textbook via Canvas.**

Other required readings may be placed on electronic reserve on Canvas. Dr. Potter will let you know when they are available and how to access them.

OTHER IMPORTANT ADMINISTRATIVE INFORMATION

Course Lectures and Note-Taking

Most of the time, lecture notes will not be posted online. You should come to class, actively listen to lectures, and take good notes. Doing so will help to make sure you REALLY understand what is being said in lecture. If you don't understand something...ASK! Note-

taking is a skill that requires practice but really does pay off in deeper learning. Not only in a college classroom, but in business as well.

Audio recordings of most course meetings will be posted on Canvas. So, if you want to review your notes, miss a class, or want to listen to something again, you have the opportunity to do that.

Disabilities

To request disability accommodations, please contact IU Disabilities Services (855-3508) or visit their Website at <http://studentaffairs.iub.edu/dss/> for more information.

Academic Misconduct

All acts of dishonesty in any academic work constitute academic misconduct. This includes, but is not necessarily limited to, the following:

Cheating-using or attempting to use unauthorized materials, information, or study aids in any academic exercise.

Plagiarism-representing the words, ideas, or data of another as one's own in any academic exercise. ([Plagiarism: What it is and How to Avoid it](#))

Fabrication-unauthorized falsification or invention of any information or citation in an academic exercise.

Aiding or abetting academic dishonesty-intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

Academic Misconduct will not be tolerated in this class. If misconduct is suspected, Dr. Potter will meet with you to discuss it. A summary of the incident and that discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Ethics](#). Consequences may include a grade deduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Ethics will inform you of that process.

Religious Holidays

According to IU policy, accommodations will be made if you need to miss class for observance of a religious holiday. However, there are some things that you **MUST** do in order for these accommodations to be made. Find what to do by clicking the "Forms" link on this page: <http://www.indiana.edu/~vpfaa> .

Grading Scale

The following scale will guide the assignment of final grades:

A+ 97%	A 93%	A- 90%
B+ 87%	B 83%	B- 80%
C+ 77%	C 73%	C- 70%
D+ 67%	D 63%	D- 60%

Course Requirements

Unit Exams (15% each, 30% of your final grade):

There will be two unit exams. Each will consist of 50 points of objective questions (multiple choice, true or false, etc.) and 50 points worth of short answer/essay questions. Each exam will take two course periods. The objective portion will be conducted in RTV 226 using scantron forms. The short answer/essay portion will be conducted in designated computer labs on campus to allow you to use a keyboard to answer the questions.

Exams will be given in class on the dates scheduled. Alternate days and/or times for taking a unit exam will be made in cases of documented emergency, documented personal illness, or for absences required for documented activities (i.e., athletics, performing arts, interviews, etc.). **However, the exams given on alternate days/times may be ESSAY EXAMS in their entirety.**

Extra points on exams:

Your textbook contains a lot of valuable information about the media industry. And, in order to encourage you to read it, to *think* about what you read, and try to *apply what you read* to other things, "top up" points will be awarded on your exams for entries into the Discussion section of Canvas.

You can earn one (1) point for each chapter assigned if you post a discussion entry that applies or substantially comments on **WHAT WAS ADDRESSED IN THE CHAPTER** and provides a link to an outside resource on the topic. These resources can be articles from sales trade magazines such as *American Salesman*, scholarly research articles from journals such as *Journal of Personal Selling & Sales Management*, or posts on [popular sales blogs](#).

You must complete your blog entries by 11:59pm Saturday of each week in order to receive credit.

Case Studies (15% each, total of 60% of your final grade):

There are four of these over the course of the semester:

The first two will each result in a written document completed by each student individually. Students will use concepts learned through textbook reading and class lectures to respond to a case. The final two case studies will be a group project. Each group will submit a written document responding to the case, give an oral presentation to the class, and enter into a negotiation with Dr. Potter as the sales prospect.

Attendance (5% of your final grade):

This course requires you to be in class, be involved with learning the skills involved in sales, and support your group members in the final two case studies. Therefore, I will take attendance every day that is not marked with the phrase “No Formal Class Meeting” on the tentative schedule. You may miss one day without penalty (100%). If you miss two days then you will receive 95%. If you miss three you will receive an 85% and so on. I will do my best to make this a course you want to come to. If I succeed, then this should not be an issue.

Research Experience (5% of your final grade):

One of the ways that more is learned about the impact of electronic media is through careful research on how people process it. A lot of that research is conducted right here in this department. Part of your grade in this course will require you to have experience in the research process. One way to do this is to participate in a research study conducted in the department. Occasionally, graduate students or other professors will come into class and ask for volunteers. Do this once, and you've fulfilled this requirement for this class.

You may not use an experiment that you participate in for another class to fulfill this requirement for M343.

Finally, you can fulfill this by reading a research article from *Journal of Personal Selling & Sales Management* and writing a 2-page summary of it. You may search for this journal and obtain PDFs of its contents through IUCAT.

Extra Credit:

You may then participate in a second research study in order to receive 5% worth of extra credit on a unit exam score. Again, the article/lecture summary option is available as an alternative for this extra credit option.

**C207--Introduction to Media Industries and Management
Tentative Course Schedule**

Day & Date	Topic/Activity	Readings
Monday June 22	Welcome Syllabus, Canvas, Courseload	--
Tuesday June 23	What sales is. What sales is NOT.	Chapters 1 & 2
Wednesday June 24	How sales/advertising relates to marketing	Chapter 15
Thursday June 25	Sales Ethics	Chapter 3
Friday June 26	The AESKOPP System--Weird Name, Good Approach	Chapter 4
Monday June 29	Knowing Yourself	Chapters 5 & 6
Tuesday June 30	Prospecting Receive Case Study 1	Chapter 9
Wednesday July 1	Investigating Business Sectors & Product Categories	--
Thursday July 2	The importance of asking the right questions AND Listening to the answers Case Study 1 Due to Canvas	Chapter 7
Friday July 3	No Formal Class Meeting	--
Monday July 6	Influence and Creating Value	Chapter 8
Tuesday July 7	Exam 1 Multiple Choice	--
Wednesday July 8	Exam 1 Essay Questions	--
Thursday July 9	Traditional Media Research	Reserve
Friday July 10	Modern Media Research	Reserve

	Trade Organizations	
Monday July 13	Proposals, Leave Behinds, Sales Collateral Receive Case Study 2	Chapter 10
Tuesday July 14	Return & Discuss Exams Advertising Continuity Sales Promotions	Chapter 17
Wednesday July 15	Planning Sales Presentations Case Study 2 Due Canvas Receive Case Study 3	Chapter 11
Thursday July 16	More on Presentations	--
Friday July 17	No Formal Class Meeting Meet with Case Study Teams	--
Monday July 20	Exam 2 Multiple Choice	--
Tuesday July 21	Exam 2 Essay Questions	--
Wednesday July 22	No Formal Class Meeting Work on Case Study 3	--
Thursday July 23	No Formal Class Meeting Work on Case Study 3	--
Friday July 24	No Formal Class Meeting Work on Case Study 3	--
Monday July 27	Case Study 3 Presentations	--
Tuesday July 28	Negotiating Receive Case Study 4 Details	Chapter 12
Wednesday July 29	Closing Techniques	--
Thursday July 30	No Formal Class Meeting Work on Case Study 4	--
Friday July 31	Closings: Case Study 4	--