

# **CTVA 384**

## **ELECTRONIC MEDIA ADVERTISING**

### **BASIC COURSE SYLLABUS**

**INSTRUCTOR - Jeff Gilbert**

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#### **Course Description and Student Learning Objectives**

This course is part of the CTVA Electronic Media Management Option where students learn “to operate and manage business structures, personnel, budgets, advertising, sales, research, and regulation of independent, studio and network electronic media.” CSUN University Catalog 2008-2010, p. 161.

This course covers the varied aspects of Electronic Media Advertising with focus on Television, Radio and the Internet. Each medium will be discussed in terms of programming or content, structure, operations, media sales, audience research and research applications. We will examine how media are evaluated and employed as platforms for advertising. Guests may participate in one or more of the lecture sessions. The Student Learning Objectives are to provide a basic understanding of electronic media in today's advertising and entertainment marketplace in terms of economics, the utility of individual electronic media as sources of entertainment and information to consumers, as platforms for advertising to these consumers and the mechanics of media advertising sales.

#### **Course Requirements**

To attend all regularly scheduled classes.

To successfully complete two Intra-Semester exams and one Final exam. **There will be no papers or “extra credit” projects.**

#### **Grading Policy**

Exam - # 1	Value	=	<b>15% of final course grade</b>
Exam - # 2	Value	=	<b>30% of final course grade</b>
Exam - Final	Value	=	<b>55% of final course grade</b>
Exam Value		=	<b>100%</b>

#### **Note:**

**Exam content will be cumulative.** Grading for all exams will be on a numerical / percentage basis. The final course grade will be based on the combined weighted value of all three exams translated to a letter grade, as follows:

A = 96 - 100	B+ = 87 - 89	C+ = 77 - 79	D+ = 67 - 69	F = 59 or below
A- = 90 - 95	B = 84 - 86	C = 74 - 76	D = 64 - 66	
	B- = 80 - 83	C- = 70 - 73	D- = 60 - 63	

#### **Text and Materials**

A course text, “**Television, Radio and Internet Advertising...Yesterday, Today and Tomorrow**”, written specifically for CTVA 384, must be purchased. As the dynamics of advertising and the various electronic media industries are in a constant state of change and evolution, the course text is **revised and updated each semester**. Handouts may be distributed during the semester and lecture notes should be taken on a regular basis. You will also need a pocket calculator to be used during certain assignments, lectures and exams. **Cell phone calculators may not be used during exams.**

### **Attendance and Participation**

Class should be attended on a regular basis. A significant amount of course content and material, not included in the text, will be covered in lectures and during student participation in class discussions which means that regular class attendance is important. Sporadic attendance can easily result in a lower course grade than may be expected..

### **Students With Disabilities**

Students with disabilities must register with the Center on Disabilities and complete a service agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.

### **Sequence of Classes / Lectures**

This schedule is a class sequence reference only. Classes and lectures are broken into three 4 week groups separated by the two Intra-Semester exams. The classes and lectures are intended to be given in the order indicated, but certain lectures may be consolidated or condensed based on the CSUN calendar, holidays, recess schedules etc. If we are unable to cover all the material for a specific class on a given day, we will carry-over the balance of the lecture into the following week's class. As certain classes may feature guest lecturers whose individual schedules vary, the sequence of lectures and topics is subject to change. You will be advised, in advance, of any and all class sequence changes

#### **1<sup>st</sup> Session - Introduction and Course Overview**

- Lecture # 1. The Dynamics of Advertising**
- Lecture # 2. Media Content and Programming**
- Lecture # 3. Media Structure, Operations and Media Sales**
- Lecture # 4. Radio**

#### **EXAM # 1**

- Lecture # 5. Television**
- Lecture # 6. The Internet**
- Lecture # 7. Broadcast Audience Research, Resources and Tools**
- Lecture # 8. Measuring The Audience**

#### **EXAM # 2**

- Lecture # 9. Putting The Measurements To Work**
- Lecture # 10. Advertising Planning, Strategy and Execution**
- Lecture # 11. Advertising Promotion**
- Lecture # 12. (if semester schedule allows) Mystery Class - Course Recap and Review**

#### **FINAL EXAM**

PLEASE TAKE NOTE THAT THIS COURSE REQUIRES STRICT COMPLIANCE WITH THE ACADEMIC HONESTY STANDARDS CONTAINED IN THE UNIVERSITY CATALOGUE. VIOLATIONS WILL BE REPORTED TO UNIVERSITY ADMINISTRATION AND RESULT IN COURSE FAILURE.