

**AUSTIN PEAY STATE UNIVERSITY**  
Department of Communication  
COMM 5920.W1, Economics of the Mass Media (3)  
Fall 2010 Semester - First 8-Week Session  
Professor Frank E. Parcels, Ph. D.

**Course  
Syllabus**  
*January 14, 2010 to  
March 13, 2010*

## Course Description

A study of the economics of the mass media including the overall financial impact of the media on our economy, society, and technology.

*Media financial management, station and group ownership, mergers and acquisitions, broadcast and cable property assessment, media concentration and competition, consideration of relevant regulatory issues, and the sales and advertising functions of cable, radio, television, newspapers, and networks are reviewed.*

## Course Objectives

Students learn:

- through understanding the effects of media economics, students identify major media owners, media ownership competition and concentration, financial management, and advertising and sales skills so important to the field of mass communication.
- by exploring the structure of the mass media, media economics, media ownership, ownership rules and regulations, media acquisitions and mergers, media monopolies and oligopolies, media amortization and depreciation, and the evaluation and assessment of different types of media.
- by developing an appreciation of the practical, social, and political implications media economics plays for the U. S. economy.

## Course Textbooks

Compaine, B. M., & Gomery, D. (2000). *Who Owns The Media?* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

Hoskins, C., McFadyen, S., & Finn, A. (2004). *Media Economics*. Thousand Oaks, CA: Sage.

## Instructor Contact

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Email: [ParcellsF@APSU.edu](mailto:ParcellsF@APSU.edu) - This is the best means of contacting Dr. Parcells. You can expect a response within 24 hours after Dr. Parcells' receipt of your message.  
Website URL: <http://www.DrParcells.org/>  
Spring 2010 Office Hours: TU/TH, 1:00 to 3:30 PM; and W, 10:30 AM until Noon.

### **Instructor Expectations**

Student participation in groups, discussion board postings, and the prompt viewing of lectures reading of textbooks, and fast response by due dates on projects is an expected and an evaluated part of this course. Students who create a disruptive or hostile atmosphere in this online class can even be removed from the course by the instructor per APSU Policy. **It is not a student's position to provide grammatical and syntactical corrections to graduate students! It is the job of the instructor only!**

### **Course Syllabus Changes**

Your instructor reserves the right to change this syllabus by eliminating , adding, revising, or otherwise modifying assignments, due dates, or course structure. However, students will be provided in class and by email notification of and syllabus changes.

### **Students with Disabilities**

Any student who has a disability or special needs that may affect his or her academic performance in this course is encouraged to make an appointment with me to discuss this matter, or you may contact Disability Services: telephone (931) 221-6230 or for tty call (931) 221-6278. It is, however, the student's responsibility to initiate contact with the instructor or Disability Services to receive assistance accommodations in this course.

### **Students Requiring Technical Support**

Students are able to contact the APSU Help Desk (24/7) for assistance with online technical issues by telephone and email. Call (931) 221.HELP or email the Help Desk at [HelpDesk@APSU.edu](mailto:HelpDesk@APSU.edu).

**Students Requiring D2L Assistance**

Assistance with D2L is available (on days when the University is open) from 8:00 AM until 4:30 PM at (931) 221.6625.

**Course Schedule** *All readings are to be completed by the date of each unit 's examination as items from reading will be included in unit exams.*

Unit & Dates	Unit Title	Lecture(s)	Assignments and Examinations	Textbook Readings
#1 - 1/14 to 1/24	<b>Unit I: Media Economic Structure &amp; Use</b>	Lect #1: Defining Media Economics Lect #2: Media Business Models and Function Lect #3: Mass Media Industry Structure Lect #4: Media Markets Lect #5: Audience Research	<b>Assign #1: Case Study #1</b> <b>Assign #2: Issues Report #1</b> <b>DUE: Assign #1 posted in the D2L Discussion Board by 10 PM on Tue., 1/19; Assign #2 posted in the D2L Discussion Board by 10 PM on Fri., 1/22.</b> <b>Exam I: covers Unit I lectures and readings from 10 AM on Friday, 1/22, until 10 PM on Sunday, 1/24.</b>	Read: Hoskins, McFadyen, & Finn, Chs. 1, 2, 3, & 7

#2 - 1/25 to 2/7	<b>Unit II: Ownership</b>	Lect #6: Ownership, Licensing and Franchising: Rules & Regulations Lect #7: Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions Lect #8: Who Owns the Media?	<b>Assign #3: Review of  Ownership Report</b> <b>Assign #4: Case Study  #2</b> <b>DUE: Assign #3  submitted in the D2L  Drop Box as an MS-  Word document (.doc  or .docx) by 10 PM on  Wed., 2/17; Assign #4  posted in the D2L  Discussion Board by 10  PM on Fri., 2/5.</b> <b>Exam II: covers Unit II  lectures and readings  from 10 AM on Friday,  2/5, until 10 PM on  Sunday, 2/7.</b>	Read: Hoskins, McFadyen , & Finn, Chs. 6, 8, & 9; Compaine, & Glomery, Chs. 1, 4, 5, 7, & 8

<p>#3 - 2/8 to 2/14</p>	<p><b>Unit III: Media Economy, Revenue &amp; Financial Management</b></p>	<p>Lect #9: Defining the Media Economy  Lect #10: Media Revenues  Lect #11:P Financial Management</p>	<p><b>Assign #5: Issues Report #2; Assign #6: Financial Management Report</b>  <b>DUE: Assign #5 posted in the D2L Discussion Board by 10 PM on Fri., 2/12; Assign #6 submitted in the D2L Drop Box as an MS-Word document (.doc or .docx) by 10 PM on Mon., 3/8.</b>  <b>Exam III: covers Unit III lectures and readings from 10 AM on Friday, 2/12 until 10 PM on Sunday, 2/14.</b></p>	<p>Read:  Hoskins, McFadyen, &amp; Finn, Chs. 4, 5, 6, &amp; 10</p>

#4 - 2/15 to 2/28	<b>Unit IV: Media Sales &amp; Advertising</b>	Lect #12: Defining Media Sales & Advertising Lect #13: Advertising Types, Sales Departments, & Agencies Lect #14: Rate Cards, Pricing Structures, & Promotions Lect #15: Advertising Regulation	<b>Assign #7: Case Study #3</b> <b>DUE: Assign #7 posted in the D2L Discussion Board by 10 PM on Wed., 2/24.</b> <b>Exam IV: covers UnitsIV lectures and readings from10 AM on Friday, 2/26, until 10 PM on Sunday, 2/28.</b>	Read: Hoskins, McFadyen, & Finn, Chs. 11 & 12; Compaine, & Gomery, Chs. 9 & 10
#5 - 3/1 to 3/7	<b>Unit V: Media Evaluation &amp; Assessment</b>	Lect #16: Assessing Media Properties: Amortization and Depreciation Lect #17: Evaluating Media Properties: Image, Frequency, and Profit	<b>Assign #8: Issues Report #3</b> <b>DUE: Assign #8 posted in the D2L Discussion Board by 10 PM on Wed., 3/3.</b> <b>Exam V: covers Unit V lectures and readings and is available from10 AM on Friday, 3/5, until 10 PM on Sunday, 3/7.</b>	Read: Hoskins, McFadyen, & Finn, Ch. 13; Compaine, & Gomery, Afterword
#6 - 3/8 to 3/13	<b>Final Exam</b>	The final exam is comprehensive covering all five of the unit exams.	<b>Final Exam: includes 20 randomly selected but verbatim items from each of the 5 unit exams.</b>	None

## Course Assignments

No.	Title	Explanation	Point Value
1	Case Study Analysis #1	Students explore and evaluate an assigned case study applying appropriate media economic principles in its analysis.	100
2	Issues Report #1	Students are assigned a media economic issue to explore and analyze.	100
3	Review of Concentration and Competition of Media Ownership	Student teams explore a specific aspect of market of media ownership and complete an analysis of media concentration and competition.	200
4	Case Study Analysis #2	Students explore and evaluate an assigned case study applying appropriate media economic principles in its analysis.	100
5	Issues Report #2	Students are assigned a media economic issue to explore and analyze.	100
6	Financial Management Report	Student teams explore various parts and principles of financial management and offer a final analysis and assessment of their business utility.	200
7	Case Study Analysis #3	Students explore and evaluate an assigned case study applying appropriate media economic principles in its analysis.	100
8	Issues Report #3	Students are assigned a media economic issue to explore and analyze.	100
<b>TOTAL POINTS</b>			<b>1000</b>

## Course Examinations

No.	Unit and Lectures	Point Value
I	Media Economic Structure & Use	100
II	Ownership	100

III	Media Economy, Revenue, & Financial Management	100
IV	Media Sales & Advertising	100
V	Media Evaluation & Assessment	100
Final	Comprehensive Final Examination	500
	<b>TOTAL POINTS</b>	<b>1000</b>

### Course Evaluation

This course employs self, peer, and instructor assessment techniques. This course **never** uses any type of curve when evaluating student assignments and examinations.

### Course Grading

Grade	Explanation	Point Spread	Percentage
A	Superior	1800 to 2000	90 to 100%
B	Very Good	1600 to 1799	80 to 89%
C	Good	1400 to 1599	70 to 79%
D	Poor	1200 to 1399	60 to 69%
F	Failing	0 to 1199	59% and less