

Departmental Course Syllabus

Department: Radio-Television-Film

Revision Date: Spring 2006

San Antonio College * 1300 San Pedro* San Antonio, TX* 78212-4299

Course Number and Title: RTVB 2339 (Formerly RTVF 2317)

BROADCAST SALES

Credit Hours: 3 CREDIT HOURS/3 LECTURE HOURS/0 LAB HOURS

Instructor:

Office: LRTF

Phone Number: 210-

FAX: 210-733-2778

Email:

Web Address: www.accd.edu/sac/rtf

I. Catalog Description:

This course provides instruction in sales methods, audience measurement, demographics, station promotion, and public relations.

II. Pre-requisites, co-requisites and other requirements:

COMM 1307

III. Text:

None

IV. Instruction will consist of:

Lecture, discussion, guest speakers, station tours, group projects, individual projects, library and survey research, class presentations, case studies, role playing and simulations.

V. Course Content:

- A. The role of sales and management in the broadcast station.
- B. Marketing the station.
- C. Audience research.
- D. Sales planning, management, and strategies.
- E. Sales fundamentals; how to sell.

VI. Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students' mastery of those outcomes.

Learning Outcome 1: The student will demonstrate knowledge of important terms in broadcast sales.

Performance Objectives:

- The student will recognize and define a number of terms frequently used in broadcast advertising, audience research, and sales.
- The student will show understanding of strengths of radio and TV as sales media vis-a-vis other media, competitive environment of broadcast stations and marketing approaches.
- Working individually, the student will research, write and present a comprehensive marketing plan for an actual or simulated broadcast client.

Methods of Measurement:

- Written examination and written sales presentation will be graded.

Learning Outcome 2: The student will demonstrate knowledge of sales techniques and practices.

Performance Objectives:

- The student will suggest problem solving strategies related to sales functions of planning, organizing, budgeting, scheduling and handling objections in a specific situation.

Methods of Measurement:

- Written examination, role playing and written sales presentation will be graded. Written examinations, other written assignments given by the instructor and in class participation will also be graded.

Learning Outcome 3: The student will demonstrate awareness of various techniques and reports of audience measurement.

Performance Objectives:

- The student will compare and contrast various methods of audience measurement, noting the relative advantages and disadvantages of each.

Methods of Measurement:

- The student Sales Presentation assignment will be graded. Also, the student will be graded on written examinations, other written assignments given by the instructor, and in class participation.

Learning Outcome 4: The student will demonstrate awareness of various sales tools and strategies.

Performance Objectives:

- The student will research sales strategies and tools of local radio, TV, and print media, and will prepare and present a competitive advertising sales plan for a commercial product or an underwriting prospect.

Methods of Measurement:

- The student Sales Presentation assignment will be graded. Also, the student will be graded on written examinations, other written assignments given by the instructor, and in class participation.

Learning Outcome 5: The student will demonstrate the ability to sell advertising time.

Performance Objectives:

- In a role playing situation, or through actual selling of underwriting time for the radio station, the student will present a schedule of radio and/or TV advertising to a client.

Methods of Measurement:

- The student Sales Presentation assignment will be graded. Also, the student will be graded on written examinations, other written assignments given by the instructor, and in class participation.

SCANS Competencies: The following is a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

The following SCANS Skills will be included in this course: Money: Uses or prepares budgets (C2), and Exercises Leadership: Communicates ideas to justify position (C12).

Foundation Skills included are: Speaking (F6), Creative Thinking (F7), and Sociability (F15).

VII. Course requirements and grade computation:

A. College Requirements:

A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. **A student absent without permission from a final examination is graded “F.”** Postponed examinations result in a grade of “I.” The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an “F.” (San Antonio College Bulletin, Faculty Handbook - January 1995)

B. Departmental Requirements:

Any or all of the following: Exams, research paper, projects and presentations.

C. Instructor Requirements:

VIII. College Policies:

A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.

B. Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus. College Academic Council - April, 1998

C. ADA Statement: “As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347.

D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.

E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. For additional information refer to the “Student Code of Conduct” in the San Antonio College Bulletin.

F. **Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/ 2000.**

G. San Antonio College Attendance Policy: Regular and punctual attendance at all classes and laboratories, day and/or evening, is required. A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard to each. Absences of each student are recorded without exception. The counting of absences begins on the first day of class. A student absent the equivalent of two weeks of instruction in a 16-week semester may be dropped by the instructor. If a student is dropped from a class for excessive absences, the instructor will record a grade of “W” (withdraw). It is the student’s responsibility to ensure that the withdrawals have been submitted.

H. San Antonio College is a smoke free campus.

I. ACCD DPS Emergency Phone Numbers:

ACCD DPS Emergency Phone (210) 222-0911

ACCD DPS General Phone (210) 208-8099

ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)

J. Students must also abide by the policies, procedures, and rules set forth in the “Student Code of Conduct” and all other policies set forth in the San Antonio College Bulletin.

http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf