Montgomery County Community College
MSP 219
Introduction to Media Operations
3-2-2

COURSE DESCRIPTION:
Students learn about the organizational skills, financial practices, and business operations of mass media facilities. Students analyze the impact of new technologies, research issues, problems and solutions, develop case statements, and prepare plans and strategies to operate, manage, direct, and motivate a workforce of students and volunteers at co-curricular media clubs: CAPG, Montco Radio, Real to Reel and the Scriptwriter's Club. Students develop programming schedules, market and operate campus-based media facilities. They prepare business presentations, operational budgets, and strategies crucial for the success of student media operations. This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITES:
Previous Course Requirements
* MSP 111 Mass Media and Society with a minimum grade of "C"

Concurrent Course Requirements
None

COURSE COMMENT
* COM 219 with a minimum grade of "C" may be substituted for MSP 219

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explain the operations of media facilities and the business relationships within media companies.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments (e.g. journal)	Peer to Peer Review Portfolio (performance evaluation)
2. Evaluate problems that arise during the operation of a media facility.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments (e.g. journal)	Peer to Peer Review Portfolio (performance evaluation)

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Implement solutions based on ethical business frameworks related to media facilities.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments (e.g. journal)	Peer to Peer Review Portfolio (performance evaluation)
4. Demonstrate, professional behavior and best practices used in media industry.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments (e.g. journal)	Peer to Peer Review Portfolio (performance evaluation)
5. Utilize the best practices required to manage electronic media.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments (e.g. journal)	Peer to Peer Review Portfolio (performance evaluation)

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:
1. Public Trust
2. Managerial Responsibility
3. Motivation and the Work Force
4. The Structure of Media Companies
5. Budgeting/Financial Management
6. Programming and Scheduling
7. Media Regulation, Law and Ethics
8. Operations of Media Companies
9. Best Practices

LEARNING MATERIALS:
Herrick, Dennis. (2012). *Media Management in the Age of Giants: Business Dynamics of Journalism.* New York: Blackwell Publishing. 2nd. ed.

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Note: MSP 219 was created from deleted courses COM208 and COM209; refer to these courses for prior history.

Prepared by: Allan Schear   Date: 8/2015
VPAA/Provost Compliance Verification:
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Revised by: Allan Schear/Therol Dix   Date: 9/7/2017
VPAA/Provost or designee Compliance Verification: Date: 11/1/2017

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.