



## Master of Entertainment Industry Management

<b>Course Information</b>	<b>TELEVISION MARKETING</b> Course # 93.876 / Credit Hours: 6 Instructor: Erin Franzman ( <a href="mailto:erin.franzman@cbs.com">erin.franzman@cbs.com</a> ) <ul style="list-style-type: none"> <li>• Thursday, September 2, 2021 from 3:30-6:30PM</li> <li>• Wednesday, September 8, 2021 from 6:00PM-9:00PM</li> <li>• Wednesday, September 15, 2021 from 6:00PM-9:00PM</li> <li>• Wednesday, September 22, 2021 from 6:00PM-9:00PM</li> <li>• Saturday, October 23, 2021 from 10:00AM-1:00PM</li> <li>• Saturday, October 30, 2021 from 10:00AM-1:00PM</li> </ul>
<b>Description</b>	This course is designed to provide a comprehensive look at one of the most powerful mediums in existence today: Marketing broadcast, cable and streaming television. Focus will be given to the marketing of television shows and networks. How digital technology is changing the television landscape for businesses, viewers and marketers. The class will encompass both the marketing of television to the viewer and how digital distribution has opened up new ways to use television to reach viewers.
<b>Absences/Tardy:</b>	If you know you are going to be late or have to miss a class, please contact the instructor via email or leave a message on their voicemail. It would be helpful if you could copy Mary Ryan and Dan Green. Don't let tardiness be a factor in your final grade. Students are expected to attend all 6 sessions, or make special arrangements with the instructors if an absence cannot be avoided, in order to be eligible to receive full credit for the course.
<b>Course Materials (Required Text)</b>	Research reports, audience trends and articles will be provided to supplement the class activity.
<b>Suggested Reading:</b>	One of the most important aspects of a marketer is to be up to date on trends, business activity and what is happening in the marketplace. Keep an eye out in your daily activities for where TV is being marketed – not only in commercial breaks on broadcast (ABC, CBS, NBC, FOX) basic cable (USA, FX, ESPN, Bravo) subscription (HBO, Showtime) and streaming (Netflix, Amazon, Apple TV+, Disney+, Peacock), but in outdoor media on your drive to school, on the social platforms that you frequent, in the digital ads that pop up when browsing your favorite website, etc. <p>Suggested Websites:</p> <ul style="list-style-type: none"> <li>➤ <a href="http://www.deadline.com">www.deadline.com</a></li> <li>➤ <a href="http://www.variety.com">www.variety.com</a></li> <li>➤ <a href="http://www.hollywoodreporter.com">www.hollywoodreporter.com</a></li> <li>➤ <a href="http://www.tvweek.com">www.tvweek.com</a></li> </ul> <p>Suggested Reading:</p> <ul style="list-style-type: none"> <li>➤ <a href="https://www.thewrap.com/scandal-tony-goldwyn-kerry-washington-live-tweeting/">https://www.thewrap.com/scandal-tony-goldwyn-kerry-washington-live-tweeting/</a></li> <li>➤ Desperate Networks by Bill Carter</li> <li>➤ Top of the Rock: Inside the Rise and Fall of Must See TV by Warren Littlefield</li> </ul> <p>Watch lots of TV!</p>

<b>Evaluation* Method</b>	<table><tr><td>TV Show Marketing Plan</td><td>40%</td></tr><tr><td>Produced Video Content</td><td>20%</td></tr><tr><td>Teamwork</td><td>20%</td></tr><tr><td>Class Participation</td><td>20%</td></tr></table>	TV Show Marketing Plan	40%	Produced Video Content	20%	Teamwork	20%	Class Participation	20%		
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<b>Assignments</b>	<p>You will be given one major group project with three components:</p> <ol style="list-style-type: none"><li>1. Create a complete marketing plan for the launch of a TV show (40% of your grade).</li><li>2. Create a piece of original video content as part of your launch plan (20% of your grade).</li><li>3. Contribute to the group project as you would in a workplace atmosphere. Being a valued teammate is key to success in the real world. (20% of your grade)</li></ol> <p>You will be asked to present these assignments to the class and hand in specific support material to the instructor. More details will be offered in class.</p>										
<b>Class Participation Rubric</b>	<p><b>Grading for Class Participation</b></p> <p>As participation is a major factor in the grading of this class, I’m including a rubric for how I will be grading. Again, if you read the assigned articles and contribute in class you should be fine.</p> <table><tr><td></td><td><b>A Grade</b></td><td><b>B Grade</b></td><td><b>C Grade</b></td><td><b>D/R Grade</b></td></tr><tr><td><b>Frequency and Quality</b></td><td>Attends class regularly and <i><u>always contributes</u></i> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others’ ideas, synthesizing across readings and discussions, expanding the class’ perspective, and appropriately challenging assumptions and perspectives</td><td>Attends class regularly and <i><u>sometimes contributes</u></i> to the discussion in the aforementioned ways.</td><td>Attends class regularly but <i><u>rarely contributes</u></i> to the discussion in the aforementioned ways.</td><td>Attends class regularly but <i><u>never contributes</u></i> to the discussion in the aforementioned ways.</td></tr></table>		<b>A Grade</b>	<b>B Grade</b>	<b>C Grade</b>	<b>D/R Grade</b>	<b>Frequency and Quality</b>	Attends class regularly and <i><u>always contributes</u></i> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others’ ideas, synthesizing across readings and discussions, expanding the class’ perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and <i><u>sometimes contributes</u></i> to the discussion in the aforementioned ways.	Attends class regularly but <i><u>rarely contributes</u></i> to the discussion in the aforementioned ways.	Attends class regularly but <i><u>never contributes</u></i> to the discussion in the aforementioned ways.
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	<p>➤ To understand the different marketing disciplines (creative, media, affiliate/distribution, digital/social, promotions and partnerships).</p>		Class Discussion; Project																														
	<p>➤ To gain practical experience translating a Marketing Strategy into executable, targeted tactics that together create a holistic marketing plan.</p>		Class Discussion; Original Produced Video Content																														
<b>Grading Scale*</b>	<table><tr><td>A+</td><td>99.0-100%</td><td>Exceptional</td></tr><tr><td>A</td><td>94.0-98.9%</td><td>Excellent</td></tr><tr><td>A-</td><td>91.0-93.9%</td><td>Very Good</td></tr><tr><td>B+</td><td>88.0-90.9%</td><td>Good</td></tr><tr><td>B</td><td>84.0-87.9%</td><td>Acceptable</td></tr><tr><td>B-</td><td>81.0-83.9%</td><td>Fair</td></tr><tr><td>C+</td><td>78.0-80.9%</td><td>Poor</td></tr><tr><td>C</td><td>74.0-77.9%</td><td>Very Poor</td></tr><tr><td>C-</td><td>71.0-73.9%</td><td>Minimum Passing</td></tr><tr><td>R</td><td>below 71 pts (&lt; 71%)</td><td>Failing</td></tr></table>			A+	99.0-100%	Exceptional	A	94.0-98.9%	Excellent	A-	91.0-93.9%	Very Good	B+	88.0-90.9%	Good	B	84.0-87.9%	Acceptable	B-	81.0-83.9%	Fair	C+	78.0-80.9%	Poor	C	74.0-77.9%	Very Poor	C-	71.0-73.9%	Minimum Passing	R	below 71 pts (< 71%)	Failing
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	<b>Class 3: Wednesday, September 15, 2021 from 6:00PM-9:00PM</b>	
	Topic	<ul style="list-style-type: none"> <li>➤ Side-by-side comparison of two marketing plans</li> <li>➤ Building a Marketing Strategy</li> <li>➤ WORKSHOP: Brainstorming your Marketing Final Project goal and brand positioning with facilitation and guidance from Instructor</li> </ul>
	Deliverable	<ul style="list-style-type: none"> <li>➤ Come with a working knowledge of the show selected for your team project</li> </ul>
	<b>Class 4: Wednesday, September 22, 2021 from 6:00PM-9:00PM</b>	
	Topic	<ul style="list-style-type: none"> <li>➤ WORKSHOP: Instructor will provide guidance and answer questions to each group on Marketing Plan work-in-progress</li> </ul>
	Deliverable	<ul style="list-style-type: none"> <li>➤ Come prepared with Goal, Brand Positioning, and Launch Strategy for Instructor and Peer feedback</li> </ul>
	<b>Class 5: Saturday, October 23, 2021 from 10:00AM-1:00PM</b>	
	Topic	<ul style="list-style-type: none"> <li>➤ DRY RUN OF MARKETING PLAN for feedback from a panel of Industry Professionals</li> </ul>
	Deliverable	<ul style="list-style-type: none"> <li>➤ Come prepared to present your team project and incorporate feedback from Industry Professionals</li> </ul>
	<b>Class 6: Saturday, October 30, 2021 from 10:00AM-1:00PM</b>	
	Topic	<ul style="list-style-type: none"> <li>➤ FINAL PRESENTATION OF MARKETING PLAN AND VIDEO</li> </ul>
	Deliverable	<ul style="list-style-type: none"> <li>➤ Instructor will provide feedback on all final projects</li> </ul>
	<b>Plagiarism and cheating notice*</b>	
	<p>Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in-class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School.</p> <p>Cheating includes, but is not limited to:</p> <ol style="list-style-type: none"> <li>1. Plagiarism (explained below);</li> <li>2. Submission of work that is not the student's own;</li> <li>3. Submission or use of falsified data;</li> <li>4. Unauthorized access to an exam or assignment;</li> <li>5. Use of a stand-in for an exam;</li> <li>6. Use of unauthorized material in the preparation of an assignment or during an examination;</li> <li>7. Supplying or communicating unauthorized information to another student for use in an assignment or exam;</li> <li>8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized.</li> <li>9. Submission of the same work for credit in more than one course.</li> </ol> <p>Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material.</p>	

	<p><b>Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment.</b> The essay in which the cheating occurs will <i>not</i> be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade.</p> <p>Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, <i>up to and including expulsion from the Heinz School.</i></p> <p><i>Academic Dishonesty:</i> Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e. plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.</p>
<b>Course Policies</b>	<p>Please come ready to talk and ask questions. Laptops, iPads and recording devices are welcome. In class calls, texting, Facebooking, tweeting, internet browsing is not.</p>