New York City College of Technology
The City University of New York

Department of Advertising Design & Graphic Arts

GRA 4600, Topics in Media Management

Course Description
In this course, current media management topics will be presented as a series of lectures and projects strongly linked to industry contact. Instructors will guide guest speakers and initiate field study to educate students on current issues in media communications. Throughput problems or industry challenges are explored and solved by methods including: research projects; financial, resource and contact analysis. Students focus on expanding their knowledge base to include sustainability principles in communication technology, as well as legal and ethical issues. This course applies theoretical concepts to production issues that reflect trends in an integrated communications.
2 cl hrs, 2 lab hrs, 3 cr

Prerequisites
GRA 3515

Each of the Instructional Objectives and their Assessment listed is covered on a weekly basis in the course of the class sessions.

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	**Evaluation methods and criteria:**
(1) Define and explain the changing roles of communication media, both in historical and contemporary contexts.	(1) Students will demonstrate proficiency in the use of appropriate & accurate terminology; demonstrate knowledge through the completion of a variety of projects, quizzes and exams.
(2) Demonstrate an understanding of the purpose, use and proper methods of research.	(2) Students will use and adherence to appropriate & accurate specifications and practices.
(3) Define and explain the effects of the Digital Revolution with respect to mass communications and advertising.	(3) Students will demonstrate accurate data gathering, time management and record keeping skills.

(4) Demonstrate the ability to bring multi-layered projects to completion with attention to time, quality and budgetary expectations.	(4) Students will present of original material in oral and written presentations.
(5) Demonstrate the ability to qualify their research.	(5) Students will cite their source materials list in the required bibliographic format.

Teaching/Learning Method
Students in this class are expected to explore, construct and demonstrate knowledge of the terminology, policies and practices relating to each of the weekly topics offered in the course. The applied theory and implementation of each of the Topics in Media Management is supported by guest lecturers, field and formal research, and ultimately results in a paper/project on one of the projects assigned by the instructor. This includes the fundamentals of sustainable communication arts practices through to developing an environmentally-sound content production and output environment; the analysis, development and deployment of current media practices across all integrated media; and acquiring the demeanor and ethics of a university-educated media professional.

Students are expected to work individually to document, analyze and apply learning about all the featured topics and concepts. Each student is required to demonstrate an understanding of the topics from reading and viewing resource material and completing written assignments prior to the class sessions. Students are expected to articulate their thoughts during class sessions in the form of written reports, discussions and presentations.

A written midterm and final project will cover subject matter and presentations covered in class.

The Blackboard Internet application or its equivalent is used in this course to provide access to course materials, keep current with course developments and allow students to communicate, collaborate and submit course assignments inside and outside the classroom. The Horizon Wimba collaborative function of Blackboard is used to enhance the learning environment inside the classroom beyond the ambiance of a single projector and screen. Horizon Wimba also allows students to collaborate on projects and develop more focused critical thinking regarding the course material and assignments.

Recommended Texts
• Readings from relevant industry periodicals, professional media sites and industry newsletters will be used in lieu of a textbook in order to provide students with the most current information on emerging developing in the field.
• Lectures, reference and supplemental materials will also be provided on Blackboard

Grading
In-class productivity 10%
Assignments 30%
Quizzes 10%
Mid-term Research Project or Paper 20%
Final Presentation……………………………......30%

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1	**Sustainability Practices in the Communications Industry:** responsible forestry papers, "green" inks, federal regulations, conscientious waste disposal of by-products, e-waste and balancing screen practices with hard-copy's carbon footprint. Field trip is scheduled for Week 2.	Make a list of the contents of all the items in a commercial printing or prepress production workroom: computers, lighting, output devices, furniture, etc. Examine the effect on the environment between telecommuting, long distance business practices and office life.	Choosing ten items from the list created in class, research and write methods leading to a more efficient use and/or the reduction of the facility's carbon foot print.
2	**Sustainability in the Media Arts Production and Manufacturing Environment:** Class trip to a multimedia service bureau.	Using their homework list as a guide, students take notes on the visited facility with respect to how it adheres or respects sustainable practices in the media industry.	With the methods gathered from the week before and the observations made on the class trip, amend the list of the visited facility is to decrease its carbon footprint.
3	**Cross-Media Production Methods and Data Integration:** The content production chain is examined in its print, Internet and wireless applications.	Online research of the production lifespan of an ad—both print and screen—by listing the steps in the production chain. Create a PERT or WBS and a time line.	Compare the production quality control issues of a print advertisement to the same ad in the internet and wireless media outlets. What is important in each? How is quality assurance accessed? How are materials edited? What are the time factors involved?
4	**Cross-Media Production Methods and Data Integration (Part II):** With an illustrated lecture by a marketing executive, the production chain is examined in its print, Internet and wireless applications.	Compare three customer-service products of a large corporation such as a health insurance provider. Populate the data in a spreadsheet, listing the specifications and objectives of each product formats they would take.	Adding to the spreadsheet, research the media specialists for each product and find job descriptions for each.
5	**Industry Resources:** in-depth resource instruction and commercial research methods; information literacy for effective and ethical business practices.	Select a corporation with at least 1000 employees. Compare their corporate mission from their website (About Us or Press) to the reports of their activities on news media outlets.	Create an "About Me" page for an electronic business card or professional social media website. The submission must be accurate and truthful.

6	**Paper Engineering**	With a paper engineer, a product container is analyzed for its production and manufacturing data.	Analyze a complexly-shaped box which contains a small product, populating a spreadsheet with the data. Replicate the item, rebuilding it from scratch from the same material as the given sample.
7	**Midterm Evaluation**	Note: since students have been producing complex assignments every week, the midterm or final exam could be substituted with the student's expansion of on one topic.	Students incorporate the significant comments from their classmates into their papers.
8	**Overview of 3-D Products:** Holograms, lenticular images, moirés; electronic billboards, LCD and other transit graphics.	Field Trip to support lecture topic.	Compile the data in a spread sheet. Conduct research to find two suppliers to produce a 3-D kiosk or motion outlet for example: a computer game, motion picture or comic.
9	**Industry Workflow Packages:** Text, image, broadcast and interactive media management; scheduling and reporting programs for small and large businesses that work with creative staff and production; processing packages to integrate all types of media. Database creation and maintenance.	Choose one of the discussed work flow packages and evaluate it for your work flow needs based on industry reviews, blogs and traditional media reviews.	Download the trial version of the package and take it on a dry run with one of your past projects. Tabulate the results and write a paragraph describing the advantages and disadvantages of the package.
10	**Graphic Media Internationally:** the new consumers and suppliers in Asia, Eastern Europe, South America. Logistics to and from foreign markets. Guest speaker from a multi-national print corporation (such as Quad, Dai-Nippon or Trans Continental).	With the help of the instructor, find two equivalent production or printing companies in the US and Asia, Eastern Europe or South America.	From the findings compare the price and production schedule of one on the following: a) printing a small art book; b) a five-piece collateral print campaign or c) the production of a 200-page informational website with one animation
11	**Shipping, Logistics, Circulation and Distribution:** How will the product reach the user?	Visit the small business web pages of USPS, UPS, DHL or FedEx. Read through their customer service plans and create a spreadsheet comparing them. OR: Research a digital ad distribution network: what different options do they offer their clients?	Compare the feasibility of two of the companies researched during lab to ship 3,000 copies of a scholarly text to multiple foreign international destinations. OR: For digital networks: Compare the placement rate of digital ads in three different digital editorial outlets.

12	**Licensing, Copyright and other Legal and Ethical Issues in the Communications Industry:** Guest speaker from the legal department of a media company or a media attorney.	Using web research tools, list the different channels to protect one type of intellectual and property (Image, sound, design, etc) complete with resources.	Expand upon your lab session by writing a two-page (six paragraph) research paper, citing a specific instance of intellectual property protection. (i.e.: Nike's Revolution Campaign)
13	**Finance for Independent Contractors and Small Business in the Communications Industry:** How to start and keep a young business afloat in a constantly changing environment.	Class trip to S.C.O.R.E., one of NYC's finest resources for young business people and entrepreneurs.	Write the budget for outfitting a home office. Include all equipment, software and consumables with their prices. Read the business etiquette text.
14	**Continuing Education:** Which path is best to pursue? And, Essentials in Business Etiquette.	Guests from graduate programs, professional societies and career mentors discuss the programs offered by their institutions in media management.	Write the statement of intent for graduate school entry. Students practice a business meeting with one of their classmates in preparation for the Final Practicum.
15	**Practicum: The Business Lunch:** During a monitored business lunch, students use their skills in "closing a deal" with one of our Advisory Commission members.	As a final assignment, students are required to simultaneously entertain and discuss their Final assessment project with a prospect they've never met.	N/A

Bibliography: Recommended texts coming in from our research librarian attached.

Periodicals: *Print Magazine, Wired, et al*.

Attendance (College) and Lateness (Department) Policies:
A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Academic Integrity Standards
You are responsible for reading, understanding and abiding by the New York City College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Pertaining to online research:

1.   As required by the Policy, the College will implement the full use of an electronic plagiarism detection device.
2.   There are additional due process protections for students in some circumstances.
3.   The procedure now requires faculty to report, using the official form, any incident of academic dishonesty that is serious enough to affect a student's final grade.
4.   In cases where there is a "substantial" violation, the College Academic Integrity Officer is directed to seek disciplinary sanctions, as well as academic sanctions. Students enrolled in programs leading to professional licensure should be aware that **ANY** violation on their part may be considered a substantial violation.