



COURSE TITLE:	Production Management
COURSE NUMBER/SECTION:	MCOM 3378
CREDIT HOURS:	3 hrs
SEMESTER, YEAR:	Fall, 2017
LOCATION OF CLASS MEETING:	ON-LINE
MEETING TIMES:	ON-LINE
INSTRUCTOR:	Jonathan Read
OFFICE LOCATION:	CB 203
OFFICE HOURS:	T,TH 10:00 - Noon and By Appointment
OFFICE PHONE:	936.294.2695
E-MAIL ADDRESS:	JMR138@shsu.edu

COURSE DESCRIPTION:

This course emphasizes the study of legal clearances, budgeting, funding, resource management, and scheduling as these activities relate to radio and television production.

This course will be taught incorporating text, on-line discussion, notes and field assignments. This class requires participation in online discussion forums and completing scheduled assignments and quizzes.

COURSE OBJECTIVES:

During this course, students will:

- Learn the functions of unit production manager (UPM)
- Learn how to build and manage a production team
- Learn how to resolve problems creatively
- Learn how to budget and schedule skillfully
- Learn contracting, licensing, and other requirements
- Learn how to put ethics into practice

TEXTBOOKS:

Production Management for Television, **Author** - Leslie Mitchell, ISBN 978-0415424813

AND

Media Management: A Casebook Approach, Authors - C. Ann Hollifield (Author), Jan LeBlanc Wicks (Author), George Sylvie (Author), Wilson Lowrey, ISBN 978-1138901025

REQUIRED COURSE SUPPLIES AND EQUIPMENT:

Students will need access to the required text, a computer and internet.

COURSE ASSIGNMENTS:

Assignments and quizzes: (400 Points)

During the semester, there will be 10 assignments/quizzes which will be listed by module on Blackboard. All assignments and quizzes will be listed on Blackboard on Mondays and are due by the date and time listed next to the assignment/quiz each will have a maximum value of 40 points.

Discussion/Participation: (400 Points)

In order to earn full points of your Discussion/Participation Questions, you **MUST** answer each **DISCUSSION QUESTION(S)** with the minimum of 150-word count in your responses.

Final: (200 Points)

Final will be given at the end of the semester and will be valued at 200 points.

Possible Overall Total 1000 Points

Please note: NO LATE WORK WILL BE ACCEPTED. All work must be submitted by the deadline given. If it is late, you will get 0 points.

GRADING POLICY:

In this class students will accumulate points toward a final grade. There will be no weighting percentage of assignments. The grade in the course will be determined using the following scale:

1000-900 = A

899-800 = B

799-700 = C

699-600 = D

599 and below = F

The last date to drop the class without a grade will be Nov 17, 2017.

Written Work:

All submitted written materials must be typed.

GRADES OF INCOMPLETE:

Students who cannot complete the course requirements due to illness or any other unforeseen issue may apply for an X in the course. To apply for the incomplete the student must submit in writing to the instructor a documented explanation. The request will be submitted to the dean of CFAMC for a final decision. Request for incompletes must be filed by Dec 10, 2017.

(Note: The next four sections are covered on the SHSU webpage at:

<https://www.shsu.edu/syllabus/> .)

Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

If you're caught cheating on an exam, plagiarizing a research paper, or representing the work of others as your own, you will fail the course. This is non-negotiable.

Americans with Disabilities Act

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential.

NOTE: no accommodation can be made until the student registers with the Counseling Center.

Religious Holidays

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

This policy is not intended to discourage the occasional visiting of classes by responsible persons. Obviously, however, the visiting of a particular class should be occasional and not regular, and it should in no way constitute interference with registered members of the class or the educational process.

Classroom Rules of Conduct

The Code of Student Conduct and Discipline is found at the following link:

<https://netreg.shsu.edu/mirror/codeofconduct.html>

CALENDAR:

See course Blackboard page for specific course calendar. Calendar will be updated weekly.

Syllabus subject to change. Any changes will be communicated to the student.