

Isothermal Community College
Applied Sciences and Technology
Broadcasting Production Technology

BPT 113
Broadcast Sales
Course Syllabus

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Office Hours by Appointment

BPT 113 Broadcast Sales

Class: 3

Lab: 0

Credit Hours: 3

Prerequisites: none

Corequisites: none

COURSE DESCRIPTION:

This course covers sales principles applicable to radio, television, cable, and other electronic media. Emphasis is placed on prospecting and servicing accounts, developing clients, and preparing sales presentations. Upon completion, students should be able to create a sales presentation based upon standard ratings reports, prospect for new customers, and understand account management.

REQUIRED TEXTBOOK:

“Selling Electronic Media,” by Ed Shane. 1999. Focal Press.

ACADEMIC INTEGRITY STATEMENT:

Students are expected to rely on their own knowledge when taking tests and completing independent assignments. Cheating in any form, including plagiarism (the use of an author’s words or ideas without providing proper documentation), will not be tolerated and may result in charges leading to loss of academic credit or grade. See the Student Rights, Responsibilities, and Judicial Procedures Manual, Section III-A, IV-C, and V-5.

ADA STATEMENT:

If you have a documented disability, it is your responsibility to contact the Special Populations Coordinator (828-286-3636, ext. 422) to discuss accommodations.

ATTENDANCE POLICY:

Students are expected to be present and on time for all class meetings. Extenuating circumstances or emergencies will be handled on an individual basis.

LATE WORK:

All work is due on the announced due dates! **NO** late work will be accepted for credit.

NOTE:

The instructor reserves the right to amend the course schedule as needed. The instructor also reserves the right to discuss material during class which is not found in the required course textbook, and may test upon this supplemental material on course exams.

IMPORTANT SEMESTER DATES:

Tuesday, 1/4 and Wednesday, 1/5	-	Last Chance Registration – Spring Semester
Thursday, 1/6	-	First Day of Classes, Schedule Adjustments
Friday, 1/7	-	Schedule Adjustments
Monday, 1/17	-	Martin Luther King, Jr. Holiday – no classes
Tuesday, 1/18	-	Last Day to Drop With a Refund
Thursday, 2/10	-	Professional Development Day – no classes
Friday, 3/11	-	Last Day to Apply for Spring Graduation
Friday, 3/25 thru Friday, 4/1	-	Spring Break – no classes
Monday, 4/4	-	Classes Resume
Tuesday, 4/12	-	Academic Advising Day – no classes
Friday, 4/15	-	Last Day to Drop With “W”
Monday, 4/18 thru Friday, 4/22	-	Early Registration for Summer/Fall
Friday, 5/6; Monday, 5/9; and Tuesday, 5/10	-	Final Exams
Monday, 5/16	-	Graduation (7:30pm – The Foundation)

METHOD OF EVALUATION:

Written Exams (3 @100)	-	200 total points possible
Pop Quiz Scores/ Study Questions (10 @10)	-	100 total points possible
Final Project/Exam	-	100 total points possible
Total Points Possible	-	500 points

450 – 500 points	=	A
400 – 449 points	=	B
350 – 399 points	=	C
300 – 349 points	=	D
299 and below	=	F

POP QUIZZES:

At random, unannounced times during the semester, pop quizzes will be given at the beginning of the class session. The material covered by the pop quiz will include subject matters discussed during the previous class session. These pop quizzes are worth ten (10) points each. Only the top ten quiz scores will be used to calculate the student's final semester "Pop Quiz Scores" points total. Pop quizzes must be taken at the time they are administered, and these pop quizzes can not be taken for credit at a later time.

STUDY QUESTIONS:

At random times during the semester, the instructor will distribute a hand-out containing study questions concerning subject material discussed during class and/or subject material from the required course textbook and/or supplemental readings.

WRITTEN EXAMS:

If an illness or emergency situation prevents a student from taking either version of the written exam, it is the student's responsibility to notify the instructor by telephone or email no later than the close of the business day (4:30pm) on which the exam is scheduled. Since there are two versions of each exam (except for the final comprehensive exam at the end of the semester), make-up exams will be given only in the event of an illness or emergency situation. Job interviews, work schedules, dentist appointments, putting tires on a car, and personal leisure trips are not valid reasons for missing a scheduled exam.

All students must take the final exam during the time slot assigned under the College's final exam schedule. There is no make-up exam for the final exam.

PORTFOLIO ASSIGNMENT(S):

Broadcasting Production Technology students are expected to archive all of their audio and video productions, written scripts, and other writing projects. Upon completion of this course, students should be able to present a digital copy (R-DAT and/or CD) of all of their audio production lab projects and a copy of appropriate written scripts. These materials will also benefit the student when they compose a resume/audition tape for job interviews.

GENERAL EDUCATION COMPETENCIES ADDRESSED:

Your achievement of competency in general education skills is incorporated into all the courses you take at Isothermal. This course will focus on the skills listed below. For information on how they will be evaluated, review the criteria that have been established by the college. These are available on the college website and in the student handbook under Academic Information.

The following Isothermal Community College General Competencies are addressed by the subject matter of this course:

1. Communicate Effectively through Writing/Reading
2. Communicate Effectively through Speaking
3. Retrieve and Use Information to Analyze Problems and Make Conclusions
4. Demonstrate Positive Interpersonal Skills

SPECIFIC LEARNING OUTCOMES:

Upon successful completion of BPT 113, students should be able to:

Communicate effectively in speaking, writing, reading, and listening.

Use information to analyze problems and make logical decisions.

Demonstrate positive human relation skills.

Demonstrate quantitative competencies.

Recognize and interpret feedback.

Read and interpret ratings and shares.

Explain benefits to client.

Prepare and create presentations.

Plan, prospect and set-up appointments.

Prepare and organize closings.

Service sales accounts.

Read and interpret advantages and disadvantages of media.

Preparing copy to be announced.

Analyze and research trends and predict consequences.

Conduct interviews.

Research sources.

Read, interpret, and implement state and federal law when applicable.

Interpret ethical considerations.

Utilize local and wide area networks.

Plan, prepare, and organize finances.

Diagnose and prioritize situational influences.

Interpret personnel needs and utilize human relations.

Research and implement industry trends when applicable.

Negotiate contracts.

Prepare business reports.

EXPECTATIONS FOR THE COLLEGE AND FOR STUDENTS:

What Students Can Expect of Isothermal	What Isothermal Expects of Students
In their commitment to learning and to the achievement of a true learning-centered community, Isothermal personnel will:	In their commitment to learning, students will: Accept responsibility for learning
Meet student needs by demonstrating professional, friendly, and courteous service in all aspects of student life	Attend and participate in all classes Complete required exercises and assignments as directed
Maintain high professional and academic standards	Develop a time management plan that includes adequate time for study
Serve as role models in the development of leadership skills	Maintain an open-minded attitude toward learning
Respect diversity and treat all students fairly	Strive to become independent critical thinkers
Be available to students and helpful with student problems	Seek help as needed from appropriate sources
Communicate clear learning objectives and expected outcomes	Be respectful and considerate of others
Provide timely feedback in the assessment of learning outcomes	Assume responsibility for knowing and adhering to all college policies
Stay current in subject matter	Acknowledge that learning how to learn is the ultimate objective of education
Practice effective teaching/learning strategies that promote critical thinking	Recognize that struggle and discomfort often precede the rewards that accompany goal completion and success

Note: From Isothermal Distinction – Community of Learners; Statement of Expectations. Isothermal Community College, (Revised 2004).

Spring, 2005 Tentative Class Schedule:

<u>Date</u>		<u>Class Session Topic</u>	<u>Text Reading</u>
Friday, January 7 th	-	Introduction to Course	none
Monday, January 10 th	-	What is Selling?	Chapter #1
Wednesday, January 12 th	-	What is Selling?	Chapter #1
Friday, January 14 th	-	The Case for Advertising	Chapter #1
Wednesday, January 19 th	-	The Case for Advertising	Chapter #1
Friday, January 21 st	-	The Case for Advertising	Chapter #1
Monday, January 24 th	-	The Case for Advertising	Chapter #1
Wednesday, January 26 th	-	The Electronic Media	Chapter #1
Friday, January 28 th	-	The Electronic Media	Chapter #1
Monday, January 31 st	-	The Sales Process	Chapters #2
Wednesday, February 2 nd	-	The Sales Process	Chapters #2
Friday, February 4 th	-	The Sales Process	Chapters #2
Monday, February 7 th	-	Review for Exam	
Wednesday, February 9 th	-	Written Exam #1	
Friday, February 11 th	-	Review of Written Exam #1	
Monday, February 14 th	-	Prospecting	Chapters #2
Wednesday, February 16 th	-	Prospecting	Chapters #2
Friday, February 18 th	-	Qualifying	Chapters #2
Monday, February 21 st	-	Qualifying	Chapters #2
Wednesday, February 23 rd	-	Needs Analysis	Chapters #2
Friday, February 25 th	-	Needs Analysis	Chapters #2
Monday, February 28 th	-	Presentation	Chapter #2
Wednesday, March 2 nd	-	Presentation	Chapter #2
Friday, March 4 th	-	Presentation	Chapter #2
Monday, March 7 th	-	Answering Objections	Chapter #2
Wednesday, March 9 th	-	Answering Objections	Chapter #2
Friday, March 11 th	-	Answering Objections	Chapter #2
Monday, March 14 th	-	Closing	Chapter #2
Wednesday, March 16 th	-	Closing	Chapter #2
Friday, March 18 th	-	Relationship Management	Chapter #2

Monday, March 21 st	-	Review for Exam	
Wednesday, March 23 rd	-	Written Exam #2	
Monday, April 4 th	-	Research and Ratings	Chapter #3
Wednesday, April 6 th	-	Research and Ratings	Chapter #3
Friday, April 8 th	-	Research and Ratings	Chapter #3
Monday, April 11 th	-	Research and Ratings	Chapter #3
Wednesday, April 13 th	-	Research and Ratings	Chapter #3
Friday, April 15 th	-	Research and Ratings	Chapter #3
Monday, April 18 th	-	Compensation Plans	Chapter #4
Wednesday, April 20 th	-	Compensation Plans	Chapter #4
Friday, April 21 st	-	Rates, Dayparts, Packages	Chapter #4
Monday, April 25 th	-	Rates, Dayparts, Packages	Chapter #4
Wednesday, April 27 th	-	Review for Exam #3	
Friday, April 29 th	-	Written Exam #3	
Monday, May 2 nd	-	Final Project Preparation	
Wednesday, May 4 th	-	Final Project Preparation	
Friday, May 6 th	-	Final Project Presentation 3:00pm – 5:00pm	