

## RTA 906: Marketing for Media Professionals

**Fall 2014**

**Professor:** *Susan Ross* email: susan.ross@ryerson.ca  
 Consultation hours: by appointment **Phone: 416-876-7186**

### About the Course

#### Course Description from the Ryerson University Undergraduate Calendar:

This course will provide the foundation of knowledge and procedures associated with effective marketing and promotion techniques for various media properties. Specific areas of discussion may include brand identity, strategies and tactics for on-air promotion and campaigns, off-air advertising, publicity, promotion, etc. The curriculum will analyze activities in domestic and international markets to achieve an understanding of processes that have succeeded. The course will foster a collaborative culture through in-class group exercises and the final project. The course teaching method will include lectures, guest speakers, discussion around case studies and in-class group work.

#### Course Goals (Learning Outcomes):

By the end of this course, students will:

- *Understand the basic principles of marketing*
- *Apply marketing knowledge to media related products with the goal of commercial success*
- *Understand the elements of a marketing plan*
- *Prepare a basic marketing plan including a communications mix and brand strategy for media products*
- *Understand the basic concepts around branding*

### Weekly Outline

Week	Topic/Activities:	Assignment Due:
1 Sept.3	Introduction: <ul style="list-style-type: none"> <li>• Icebreaker</li> <li>• Course outline/weekly schedule/assignments</li> </ul> What is Marketing? <ul style="list-style-type: none"> <li>• How it applies to media businesses</li> </ul>	

	<ul style="list-style-type: none"> <li>• Why it matters</li> </ul> The Value Proposition The Environment for making marketing decisions <ul style="list-style-type: none"> <li>• Social/Political/Economic/Technology</li> <li>• Impact on Success</li> </ul> In class group exercise	
2 Sept. 10	Marketing Objectives and Strategy <ul style="list-style-type: none"> <li>• Situation Analysis</li> <li>• SWOT analysis</li> </ul> Marketing Mix <ul style="list-style-type: none"> <li>• 4 P's</li> <li>• Case study</li> </ul> In Class group exercise	
3 Sept. 17	Market Research <ul style="list-style-type: none"> <li>• Measuring performance</li> <li>• Qualitative and Quantitative research</li> <li>• TV ratings and revenue</li> <li>• Consumer behaviour</li> </ul> In Class group exercise Introduction to final project	
4 Sept. 24	Branding <ul style="list-style-type: none"> <li>• Brand components and terminology</li> <li>• Building brand value</li> <li>• Brand attributes</li> <li>• Positioning statement</li> <li>• Branding case study</li> </ul> In class group exercise Guest speaker TBD	
5 Oct. 1	Marketing Communication <ul style="list-style-type: none"> <li>• Paid, Owned and Earned media to support strategy</li> <li>• Advertising</li> <li>• Public Relations and Social media</li> </ul> In Class group exercise Guest speaker TBD	<b>Quiz 1 (based on classes 1, 2, 3)</b>
6 Oct. 8	Study Week – no class	
7 Oct. 15	Target Audience and Segmentation On Air Branding and Promotion <ul style="list-style-type: none"> <li>• The Creative Brief</li> <li>• Strategy</li> <li>• Design and execution</li> </ul> In class group exercise Guest speaker TBD	
8 Oct. 22	Social media and Social TV <ul style="list-style-type: none"> <li>• Push vs. pull</li> <li>• Case study</li> </ul> In class group exercise Team and presentation skills (prep for final project) Guest speaker TBD	<b>Quiz 2 (based on classes 4 &amp; 5)</b>
9 Oct. 29	Marketing plan group meetings with Instructor. Schedule will be posted on Blackboard	
10 Nov. 5	Sales and Distribuion <ul style="list-style-type: none"> <li>• Marketing to Broadcasters</li> <li>• Role of Distribution</li> </ul>	

	Guest Speaker TBD	
11 Nov. 12	Marketing Plan group presentations	<b>Quiz 3 (based on classes 7, 8, 10)</b>
12 Nov. 19	Marketing Plan group presentations	
13 Nov. 26	Marketing Yourself	<b>Marketing plan group project – hard copy due</b>

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## Evaluation

3 Quizzes (15% each) **45%**

Marketing Plan group project  
 Presentation 20%  
 Paper 25%  
 Peer analysis 10%  
 Total Plan **55%**

**100%**

Marketing plan group project will be assessed on completion of required elements, knowledge and understanding of elements, effective communication of plan and student assessment of group participants.

*Marked quizzes will be returned by the second class following the quiz date.  
 Marketing plan group project will not be returned.*

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## Resources

Readings will be posted on Class Twitter account: **bdc906 (Media Marketing)**

Students can also subscribe to blogs such as: Multichannel News (marketing), TV Bizwire, Canadian Marketing Association or follow on Twitter: @MultiNews, @CdnMarketing

## Appendix (General information for all RTA students)

### **Student Codes of Conduct**

All students are required to adhere to all relevant University policies, such as the Student Code of Non-Academic Conduct (see <http://www.ryerson.ca/content/dam/senate/policies/pol61.pdf> ) and the Student Code of Academic Conduct (see <http://www.ryerson.ca/content/dam/senate/policies/pol60.pdf> ).

### **The Ryerson University Undergraduate Course Calendar**

This is your resource for all information relating to academics, including curriculum, course descriptions, significant dates (including last date to drop a course without academic penalty), academic standings, The Student Code of Academic & Non-Academic Conduct, etc. The Ryerson University Undergraduate Course Calendar is available online at <http://www.ryerson.ca/undergraduate/calendars/>.

### **RTA Website**

At [www.ryersonrta.com](http://www.ryersonrta.com) you will find information about the curriculum, course outlines, scholarships, student groups, staff & faculty, studios & facilities, etc.

### **Blackboard Course Website**

Blackboard is an online course tool which may include an online discussion board, course documents such as the syllabus and lecture notes, announcements, an area where your grades are posted, etc. If your professor has set up a Blackboard site for this course, you'll find it at <http://my.ryerson.ca>.

### **RTA Online**

RTA Online is an Organization on Blackboard that contains templates for storyboards, production paperwork, etc., as well as online tutorials for software and equipment used in classes and labs. Find it under 'Organizations' on your my.ryerson.ca homepage.

### **Your Ryerson Email Account:**

The RTA School of Media will often send you important information by email (e.g. scholarship information, reminders of important dates, notification of meetings and/or events, internship opportunities and job postings, etc.). Correspondence from RTA and from your professors will be sent ONLY to your Ryerson email account. It is your obligation to ensure that you activate your account and check it regularly, or have it forwarded to an account you check regularly. Please use only your Ryerson account for sending emails to staff & faculty. See below for accessing your Ryerson email account.

### **Activating Your Ryerson Online Identity**

To access many of Ryerson's online resources, you must first activate your Ryerson online identity by completing a series of web forms available via <http://www.ryerson.ca/accounts/>. During the activation process, you will obtain a username and create your initial password. Once activated, your Ryerson online identity provides you with access to:

- Google Apps
- Ryerson email
- The Central Computer Labs including the Library and KHW71
- The my.ryerson portal and learning system
- RAMSS (via <https://my.ryerson.ca>)
- Other servers and applications needed

### **Notice to Students with Disabilities:**

Students with any disability (e.g. learning, medical, physical, sensory), illness, or condition that requires academic adaptations should discuss the situation with the professor and/or contact the Access Centre (<http://www.ryerson.ca/accesscentre>).

### **Written Assignments:**

All written assignments are expected to be properly formatted and cited using **MLA style** (unless otherwise indicated by your professor). Guides and references for using MLA style can be found through the Ryerson University Library as well as the Writing Centre. See <http://writingcentre.blog.ryerson.ca/files/2012/05/MLA.pdf>

### **Fact-Based Media Assignments**

For assignments or projects in which real people and/or real events are to be featured (e.g. news stories, features, documentaries, interviews, etc.), students are expected to adhere to the highest standard of truth in reporting: all information included should be checked for accuracy and any guests/interviews/sound clips/etc. used must be real. Fabricating interviews or information, or using actors/friends to pose as someone they are not, etc. for the sake of an assignment are serious transgressions of media ethics and will not be tolerated.

### **English as a Second Language:**

Ryerson University offers support to students who may require improvement in their overall English language communication skills. Please visit **English Language Support** at [www.ryerson.ca/student-services/els/](http://www.ryerson.ca/student-services/els/)

### **Accommodation of Student Religious Observance:**

At the start of the term, students who have religious observance obligations which will lead to absences from campus or academic activities during the semester should download the “Student Declaration of Religious Observance” form from <http://www.ryerson.ca/senate/forms/reobservforminstr.pdf>. Present a copy of the form to the professor **within the first two weeks of classes**. The professor and student will then consult to reach an agreement on a reasonable means to address the situation.

### **Learning Success**

Learning Success (<http://www.ryerson.ca/learningsuccess>) helps students make the transition to university learning, develop sound learning strategies through tutoring options and course-based study groups, and achieve their academic potential by providing services in both traditional and virtual learning environments. Learning Success offers free workshops for students such as: Note-taking, Managing Tasks and Time, Ways of Learning, Critical Reading, Test Preparation and Test Anxiety, etc.

### **Plagiarism:**

Plagiarism is defined by the University as “claiming the words, ideas, artistry, drawings, images or data of another person as if they were your own.” (Student Code of Academic Conduct, Ryerson University, 2006, p. 2). According to the Code, plagiarism includes:

- i. copying another person’s work (including information found on the Internet and unpublished materials) without appropriate referencing;
- ii. presenting someone else’s work, opinions or theories as if they are your own;
- iii. presenting another’s substantial compositional changes to an assignment as your own;
- iv. working collaboratively without permission of the instructor on an assignment, and then submitting it as if it was created solely by you; or
- v. submitting the same work, for credit, in two or more courses without the prior written permission of the instructor(s). (Student Code of Academic Conduct, Ryerson University, 2006, p. 2.)

Usually one associates plagiarism with written works but it can include any work such as photographs/artwork, Internet materials, video, audio, and digital media. **The University penalties for plagiarism can be severe, ranging from getting zero on the assignment up to, in cases of prior academic dishonesty, suspension or expulsion.** Please note that you may be required to submit some or all of your written assignments to [www.turnitin.com](http://www.turnitin.com). Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternate arrangements.

### **Useful links to help you understand and avoid plagiarism:**

Ryerson’s Academic Integrity web site: <http://www.ryerson.ca/academicintegrity/>  
Student Code of Academic Conduct policy: <http://www.ryerson.ca/senate/policies/pol60.pdf>

**Cheating:**

Cheating is defined by Ryerson University as:

- i. using materials or aids not expressly allowed by the instructor in an examination or test;
  - ii. copying another person's answer(s) to an examination or test question; copying another person's answers to individually assigned projects;
  - iii. consulting with another person or unauthorized materials outside of an examination room during the examination period (e.g. discussing an exam or consulting materials during an emergency evacuation or when permitted to use a washroom);
  - iv. improperly submitting an answer to a test or examination question completed, in whole or part, outside the examination room unless specifically permitted by the examination format;
  - v. resubmitting altered test or examination work after it has already been evaluated;
  - vi. presenting falsified or fabricated material, including research results; or
  - vii. improperly obtaining, through deceit, theft, bribery, collusion or otherwise, access to examination paper(s) or set of questions, or other confidential information.
- (Student Code of Academic Conduct, Ryerson University, 2006, p. 2)

**The University penalties for cheating can be severe, ranging from getting zero on the assignment or test up to, in cases of prior academic dishonesty, suspension or expulsion.**

**Use of Laptops, Cell Phones, and Other Mobile Electronic Devices in the Classroom**

Students are advised that because various learning & teaching activities may be enhanced or diminished by use of mobile devices, it is up to each professor to determine when & how such devices can or should be used by students during any given class.

Students may not take pictures, video recordings, or sound recordings in class without express permission from the professor.

**RTA Policy on Offensive Materials**

RTA School of Media desires to foster an environment that promotes and embraces the principles of freedom of expression, academic inquiry, and creativity. Within this context we all have a responsibility to respect the rights and freedoms of others, including the right to study and work in an environment which is free of offensive materials.

The term offensive may be used to refer to material that:

- is overtly sexual, and/or
- contains profanity, and/or
- perpetuates stereotypes (e.g. racial, gender, sexual, religious, etc.), and/or
- depicts violence, and/or
- denigrates members of marginalized groups based on various factors such as sexual orientation, race, ethnicity, class, gender, disability, etc.

Should you not be sure if your content is offensive, please follow up with your instructor before proceeding with your project. Please review the full policy which can be found in the RTA Student Handbook on our website: [www.ryersonrta.com](http://www.ryersonrta.com)