Course Name: Media Management
Course Number: NMC 440: Prerequisites (i.e., NMC 101 and NMC 301)
Credits: 3
Instructor name: Nicole Holck, MS
Office: Snell Hall basement
Instructor email: holckn@oregonstate.edu

Course Description
Changes in technology and in the media's role in converging technologies require creative and innovative management and leadership techniques. Students will identify basic roles, principles and concepts as related to media management. Through group work, role-plays, and projects, students will investigate the creative and practical aspects of managing diverse teams and interpersonal dialogue, while unpacking privilege and becoming more culturally competent. The course will interpret literature in the field, identify resources for obtaining further information, restate best leadership and collaborative planning practices, indicate the basic principles and best practices of conflict management, and research and present one area of management, as a team, to build expertise.

Measurable Learning Outcomes
• Identify basic roles, principles, and concepts as related to media management.
• Investigate the creative and practical aspects of managing a team and an arts organization.
• Interpret literature in the field, and Identify resources for obtaining further information.
• Restate best leadership and collaborative planning practices.
• Indicate the basic principles and best practices of conflict and dispute management.
• Research an area of management more deeply to build expertise.

Course Credits
This course combines approximately 90 hours of instruction, activities, and assignments for 3 credits.

Learning Resources
Required Course Text:

Please note: The following required books are available in electronic format at the library.
Note to students: If you purchase course materials from sources other than the OSU Bookstore, be very careful to obtain the correct ISBN.

Canvas
This course will be delivered via Canvas where you will interact with your classmates and with your instructor. Within the course Canvas site, you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the Ecampus Course Demo. For technical assistance, please visit Ecampus Technical Help

Date and Time
The course is offered every term for E-Campus Canvas. This class meets asynchronously. In total, this class combines approximately 90 hours of instruction, online activities and assignments for 3 credits.

Measurable Learning Student Outcome
Students will participate in a series of discussion posts, short papers and term paper designed to focus student attention on the skill that is being taught.

Canvas discussion posts will be graded on the following criteria:
8-10 points- Posts early in the discussion. Discussion is substantive, challenges or reinforces course materials, relates to key principles, points or issues on topics, good use of examples, syntax is appropriate, language is clear and concise and organization is logical. Posted in response to others with additional material or new ideas.
5-7 points- Posts provide good discussion on key principles and concepts, good use of examples, posted in response to others.
3-4 points- Posts have some reference to key issues but are not sufficiently presented. Examples are not integrated well into the response. Terms are used incorrectly and writing is adequate but lacks some clarity.
0-2 points- Posts are inadequate or no reference to key principles. No evidence of student understanding of course material. Lack of references, no or weak examples provided. Writing is poor.

Writing Assignments:
There are 2 types of writing assignments in this course:

1. Reflection papers:
Reflection paper assignments should be 2-3 pages (double or single-space. 12pt. font) answering the questions posed in the weekly schedule. Students should, at a minimum, draw from the assigned readings, websites and discussions in responding to the assignment prompt. Personal experiences and outside readings or examples can also be included and in addition to the requirements.
2. **Final Research Paper: Paper pitch due the 5th week of class.**

The final research paper is an in-depth examination of a topic that we’ve studied over the course of the term. The purpose of this assignment is for you to further examine a topic of interest based on the material we’ve covered in class as it relates to media management.

The well-researched paper is to be 10-12 pages, double or single spaced, and 12 pt. font using APA standards.

This is an opportunity for you to creatively explore an area/topic of management that we’ve studied over the course of the term more deeply. **You will pitch your idea to me week five for approval.**

### Grading Scale

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Points</th>
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<tbody>
<tr>
<td>Canvas Discussion board =60 points</td>
<td>A =93-100%</td>
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<tr>
<td>(max)</td>
<td>A-=90-92%</td>
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<tr>
<td>Final Research Paper Pitch/Topic=5</td>
<td>B+= 87-89%</td>
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<tr>
<td>points</td>
<td>B = 83-86%</td>
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<tr>
<td>Quizzes= 3@10pts= 30points</td>
<td>B- = 80-82%</td>
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<tr>
<td>Reflection papers – 3 @40 points =</td>
<td>C+= 77-79%</td>
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<tr>
<td>120</td>
<td>C = 73-76%</td>
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<tr>
<td>Final project – 85 points</td>
<td>C-= 70-72%</td>
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<tr>
<td>Total- 300 points</td>
<td>D+= 67-69%</td>
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<td>A total of 300 points is possible for</td>
<td>D = 63-66%</td>
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<td>the course and the percentage of the</td>
<td>D- = 60-62%</td>
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<td>total points obtained will be used to</td>
<td>F = Below 59%</td>
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<td>determine your grade.</td>
<td>(&lt;180)</td>
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**Course Policies**

**Discussion Participation**

Students are expected to participate in all graded discussions. While there is great flexibility in online courses, this is not a self-paced course. You will need to participate in our discussions on at least three different days each week, with your first post due no later than Wednesday evening, and your second and third posts due by the end of each week.

**Incompletes**

Incomplete (I) grades will be granted only in emergency cases (usually only for a death in the family, major illness or injury, or birth of your child), and if the student has turned in 80% of the points possible (in other words, usually everything but the final paper). If you are having any difficulty that might prevent you completing the coursework, please don’t wait until the end of the term; let me know right away.

**Guidelines for a Productive and Effective Online Classroom**

Students are expected to conduct themselves in the course (e.g., on discussion boards, email) in compliance with the university’s regulations regarding civility.
Civility is an essential ingredient for academic discourse. All communications for this course should be conducted constructively, civilly, and respectfully. Differences in beliefs, opinions, and approaches are to be expected. In all you say and do for this course, be professional. Please bring any communications you believe to be in violation of this class policy to the attention of your instructor.

Active interaction with peers and your instructor is essential to success in this online course, paying particular attention to the following:

• Unless indicated otherwise, please complete the readings and view other instructional materials for each week before participating in the discussion board.
• Read your posts carefully before submitting them.
• Be respectful of others and their opinions, valuing diversity in backgrounds, abilities, and experiences.
• Challenging the ideas held by others is an integral aspect of critical thinking and the academic process. Please word your responses carefully, and recognize that others are expected to challenge your ideas. A positive atmosphere of healthy debate is encouraged.

Statement Regarding Students with Disabilities
Accommodations for students with disabilities are determined and approved by Disability Access Services (DAS). If you, as a student, believe you are eligible for accommodations but have not obtained approval please contact DAS immediately at 541-737-4098 or at http://ds.oregonstate.edu. DAS notifies students and faculty members of approved academic accommodations and coordinates implementation of those accommodations. While not required, students and faculty members are encouraged to discuss details of the implementation of individual accommodations.

Accessibility of Course Materials
All materials used in this course are accessible. If you require accommodations please contact Disability Access Services (DAS).

Additionally, Canvas, the learning management system through which this course is offered, provides a vendor statement certifying how the platform is accessible to students with disabilities.

Expectations for Student Conduct
Student conduct is governed by the university’s policies, as explained in the Student Conduct Code.

Academic Integrity
Students are expected to comply with all regulations pertaining to academic honesty. For further information, visit Student Conduct and Community Standards, or contact the office of Student Conduct and Mediation at 541-737-3656.

OAR 576-015-0020 (2) Academic or Scholarly Dishonesty:

a) Academic or Scholarly Dishonesty is defined as an act of deception in which a Student seeks to claim credit for the work or effort of another person, or uses unauthorized materials or fabricated information in any academic work or research, either through the Student's own efforts or the efforts of another.

b) It includes:
(i) CHEATING - use or attempted use of unauthorized materials, information or study aids, or an act of deceit by which a Student attempts to misrepresent mastery of academic effort or information. This includes but is not limited to unauthorized copying or collaboration on a test or assignment, using prohibited materials and texts, any misuse of an electronic device, or using any deceptive means to gain academic credit.

(ii) FABRICATION - falsification or invention of any information including but not limited to falsifying research, inventing or exaggerating data, or listing incorrect or fictitious references.

(iii) ASSISTING - helping another commit an act of academic dishonesty. This includes but is not limited to paying or bribing someone to acquire a test or assignment, changing someone’s grades or academic records, taking a test/doing an assignment for someone else by any means, including misuse of an electronic device. It is a violation of Oregon state law to create and offer to sell part or all of an educational assignment to another person (ORS 165.114).

(iv) TAMPERING - altering or interfering with evaluation instruments or documents.

(v) PLAGIARISM - representing the words or ideas of another person or presenting someone else’s words, ideas, artistry or data as one’s own, or using one’s own previously submitted work. Plagiarism includes but is not limited to copying another person's work (including unpublished material) without appropriate referencing, presenting someone else's opinions and theories as one's own, or working jointly on a project and then submitting it as one's own.

c) Academic Dishonesty cases are handled initially by the academic units, following the process outlined in the University’s Academic Dishonesty Report Form, and will also be referred to SCCS for action under these rules.

**Conduct in this Online Classroom**

Students are expected to conduct themselves in the course (e.g., on discussion boards, email postings) in compliance with the [university’s regulations regarding civility](#).

**Tutoring**

[NetTutor](#) is a leading provider of online tutoring and learner support services fully staffed by experienced, trained and monitored tutors. Students connect to live tutors from any computer that has Internet access. NetTutor provides a virtual whiteboard that allows tutors and students to work on problems in a real time environment. They also have an online writing lab where tutors critique and return essays within 24 to 48 hours. Access NetTutor from within your Canvas class by clicking on the NetTutor button in your course menu.

**OSU Student Evaluation of Teaching**

Course evaluation results are extremely important and are used to help me improve this course and the learning experience of future students. Results from the 19 multiple choice questions are tabulated anonymously and go directly to instructors and department heads. Student comments on the open-ended questions are compiled and confidentially forwarded to each instructor, per OSU procedures. The online Student Evaluation of Teaching form will be available toward the end of each term, and you will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. You will log in to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.
• This syllabus is subject to change to accommodate the needs of the class and/or the professor.