



Syllabus

COURSE NUMBER/TITLE: RT 220 Broadcast Sales & Marketing **YEAR:** Fall 2012

DEPARTMENT: Radio

CREDIT HOURS: 3

REQUIRED TEXT: No Text required
12:05 PM

DAYS/TIME: TR 10:50 AM -

INSTRUCTOR: Joe Vyzourek

ROOM: FER 504

OFFICE HOURS: See Posted schedule

PHONE: 460-5455

COURSE PLACEMENT: Radio Majors

PRE-REQUISITE: None

RATIONALE:

This course is designed to introduce and familiarize students with sales and marketing strategies and techniques in the broadcasting industry. No matter what position one holds at a radio station, they will be marketing that station to some extent. Radio is image; it is for that reason that everyone at the radio station understands how to create and uphold a strong public image.

This course focuses on broadcast sales, however if one has human interaction of any kind, then that person will “sell” something every day.

Ask the boss for a raise, and you’re selling the company on what you think you’re worth.

Ask for a date, and you’re selling the idea of togetherness, creating a need for companionship, with you as the solution to that need.

Ask a friend to do you a favor, and you’re selling the benefits of friendship and reciprocity.

COURSE DESCRIPTION:

The techniques and principles of advertising sales are discussed and practiced in the classroom. Broadcasting sales professionals will periodically lecture to relate their experience. Students will develop sales packages for KTCC-FM and apply sales techniques through solicitation of local businesses. Students will also learn promotional strategies for marketing a radio/tv station.

COURSE LEARNING OBJECTIVES:

Upon completion of this course, the student will have a sound understanding of the sales process at a media outlet. Each student will also have limited in-the-field sales experience. Students will also have a basic understanding of how to develop a station promotion while limiting station liability.

COURSE COMPETENCIES:

I Sales Staff

Explain the role of Station Manager in sales.
Describe the duties of Sales Manager.
Explain the value of an effective Account Executive.

II Research

Define the term Demographics.
Realize how demographics effect sales.
Explain how to pattern the sales approach in regards to demographics.
Describe how format affects demographics.
Define the term cume.
Define quarterly hour cume.
Describe how ratings can effect national & local sales.
Describe the following types of advertising:
 A. Co-op advertising
 B. National ads
 C. Local ads
Explain the role of a rate card.

III Billing List

Explain that billing lists are built not inherited.
Describe importance of prospecting (cold calling) in building a billing list.
Dress in appropriate manner.
Describe importance of retaining retail (the client's) terminology.
Explain importance of goal setting.
Explain importance of continued training.
Realize that attracting a new customer costs five times as much as keeping a current one.

IV In the Field

Demonstrate how to overcome various objections.
Describe the difference between objection prevention and objection handling.
Explain how objection prevention is a more important skill than objection handling.
Tailor an advertising plan for a client.
Realize the importance of asking for the buy.
Explain that the most important selling skill is asking questions.

V Customer Service

Describe importance of researching the client.
Explain the importance of showing the client you care.
Realize that service is key to satisfying customers.
Describe importance of being flexible only when client is flexible in negotiations.
Explain importance of building rapport.
Realize that resistance is the reason for the existence of sales.
Demonstrate how to make radio tangible to clients.
Explain importance of service after the sale.

VI Producing the ads

Explain the role of spec spots.

Demonstrate positive relationship with production staff.

Explain that the key to writing good copy is getting the right information from client.

(Production & copywriting techniques covered in RT111, RT219.)

VII Marketing the Station

Explain the importance of promoting the radio station within the listening area.

Describe how to tie in advertisers with station *Promotions*.

Explain liability issues during *Promotions*.

Explain that *Promotion* is a tactical device that should have a positive impact to expand cume.

Describe how *Promotions* can enhance the image of the radio station.

Explain importance of building a positive relationship with the Press.

Explain importance of researching the competition.

Describe why it's important to ID your station.

Realize the importance of talking to listeners.

Explain importance of advertising your station.

Explain what is meant by sounding "Local".

CAREER DEVELOPMENT SKILLS

I. Listening Skills

1. Follow Oral Instructions
2. Reduce Barriers (or interference) that may impede effective listening

II. Oral Communication

1. Use interviewing techniques to gather information.
2. Participate in group communication activities.
3. Demonstrate concise, impromptu speaking skills.
4. Give oral directions.

III. Writing

1. Use language, organization, and format appropriate to the subject matter, purpose, and audience.
2. Check, edit, and revise for correct information, appropriate emphasis, grammar, spelling, and punctuation.

IV. Computer Literacy

1. Define, explain, and use common computer terminology.
2. Compose, organize, and edit information using a computer.
3. Use functions to store, query, retrieve, and sort software.
4. Select and use subject-specific and industry-specific software.
5. Access, navigate, and use on-line services.
6. Send and receive E-mail messages, voice messages, and faxes.

V. Human Relation Skills

1. Demonstrate interpersonal skills.
 - a. Tact and diplomacy.
 - b. Respect for others.
 - c. Respect for diversity.
 - d. Positive attitude.

VI. Teamwork

1. Participate in team tasks.

VII. Time Management

1. Overcome procrastination and meet deadlines

VIII. Work Ethics

1. Apply employee rules, regulations, and policies in a given occupational area including:
 - a. Punctuality and dependability
 - b. Responsibility for position

IX. Career Planning

1. Develop a financial expectation.
2. Participate in career exploration activities.
3. Recognize potential impact of career choice on family and personal life.

METHOD OF INSTRUCTION: Lecture, in field practice and demonstration, guest lectures, role-playing, and station evaluations.

METHOD OF EVALUATION: Students grades will be based on: attendance, completion of weekly sales call reports, total sales, test scores, daily assignments, and final station evaluation.

Students are expected to sell a minimum of five clients. Each client counts as 10 points. For every one hundred dollars billed above \$1400, the student will receive one point. The KTCC sales packages will be determined at the beginning of the semester.

Grading Scale for the sales section: 100 - 120pts = A
70 - 99pts = B
50 - 69pts = C
40 - 59pts = D
39&below= F

Students can receive extra credit by signing up additional sponsors (other than their client list) to KTCC. Students can only receive extra credit if they've met with everyone on their client list.

Quizzes are worth 10 pts each
Sales Call Report assignments are worth 100 pts each (800 pts total)
Promotions Package assignment is worth 100 pts

Tests are worth 100 pts (200 pts total)

GRADING SCALE:	90% - 100%	= A
	80% - 89%	= B
	70% - 79%	= C
	60% - 69%	= D
	59% & under	= F

COURSE REQUIREMENTS:

ATTENDANCE

Students are required to attend class, on time, each time class meets. For **EVERY THREE** unexcused absences recorded, the student's final grade will drop **one letter** (three absences-one letter, six absences-two letters, etc.). Excused absences will include CCC sponsored activities (with signed excuse from the sponsor **and** prior arrangements to make-up missed work), illness, family emergencies, etc. In order for an absence to be excused the instructor must be notified prior to the absence (in the case of planned events), or as soon as the student returns to school (in the case of illness, emergencies, etc.). Excused absences are at the discretion of the instructor. Three tardies will count as one unexcused absence.

LATE ASSIGNMENTS

Assignments not turned in on the due date will be docked one letter grade for every class period it is late (unless arrangements were made with the instructor **prior** to the due-date).

DRESS CODE

Students are required to wear shirt and shoes at all times. Jeans, shorts and casual attire are acceptable. Students are expected to maintain reasonable personal hygiene.

GENERAL CONDUCT

Students are expected to conduct themselves in an orderly and reasonable manner at all times. Shouting, loud whistling or other loud noises that might disrupt other tenants of Ferguson Hall are not allowed.

TOBACCO

No smoking in Ferguson Hall. The use of chewing tobacco is prohibited in Ferguson Hall. If students smoke outside the building they must remove cigarette butts and other trash before they leave. ***No smoking breaks will be allowed during your on-air shift.**

FOOD & DRINK IN BUILDINGS

No eating or drinking is allowed during class. No food or drink is allowed in the radio or television areas. Students may eat and drink in the work area adjacent to the television studio entrance.

SEXUAL HARASSMENT

All state, federal, and college sexual harassment rules apply to broadcasting students.

USE OF BROADCASTING FACILITIES

Colby Community College has invested tens-of-thousands of dollars in new equipment, remodeled space and other facilities in order to enhance the students educational experience. Students are expected to use reasonable and appropriate care when using these facilities. Equipment and materials removed from storage for use must be returned in the same condition when finished. Trash and other waste materials must be placed in the proper receptacles. Damage, spills, etc. must be reported to faculty or maintenance staff immediately. Use of broadcasting department equipment for personal projects is prohibited unless specific arrangements are made with the instructor beforehand. No broadcasting department equipment is to be removed from Ferguson Hall unless specific arrangements are made beforehand with the instructor.

EQUIPMENT: No equipment used for this course

BIBLIOGRAPHY:

Shane *Selling Electronic Media*

Rhoads *The Radio Book Volume One: Management & Sales Management*

Rhoads *The Radio Book Volume Two: Programming & Promotion*

Rhoads *The Radio Book VolumeThree: Sales & Marketing*