

COM 400 Studio and Media Production Department Management
Fall 2009 Instructor Ban EX 4601
Office hours M-W M-W 1:30pm-4pm Tue-Thur 3pm-4pm Fri 1:20pm-
2:20pm
Email j.ban@csuohio.edu
Prerequisites Com 204, COM 352 and or permission of instructor

Objectives

Analyzes and provide practical techniques and procedures of studio and media production department management. Students learn production system design, production planning and process, facility booking and budgeting. The Lab requires participation in Video/Communication center productions.

You will be required to read various technical articles, journals, manuals, and any other materials the instructor deems necessary. You are expected to allow time for hands on work in order to complete your assignments outside of class time.

Grading

You will be graded on your efforts and participation in class as well as your other assignments. There will be a minimum of 2 outside of class projects and 2 written tests scheduled in class throughout the semester. The weight of your written tests will total 30% of you final grade. The weight of your outside assignments will total 60% of your final grade. The final 10% of your grade will be based upon your assignment proficiency and my subjective opinion of your participation, dedication, and improvement during the entire semester of work.

In closing

This class is technical, time consuming, and fun. Come to class and be ready to work hard and learn. . If you do not have the commitment or outside time to work in this class please consider this your last warning. Class Attendance will greatly influence your final grade

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Week one Aug. 25th – Aug. 27th

Organization Charts, Personnel roles, Phases of Production, Styles of Managers.

Week two Sept. 3rd – Off Monday Sept 3rd

Defining your position, Mission Statement, Budgeting for the Year, Marketing,

Week three Sept. 8th – Sept. 10th

September 10th Speaker, Topic Planning a successful meeting.

September 12th Speaker Topic, “How to surround yourself with talent and produce Award winning Productions.

Week four Sept. 15th –Sept. 17th

Guest Speaker TBA, Starting your own Company, Business Plan, Business accounting, Financial analysis. Outside assignment 1 hand out.

Week five Sept 22th – Sept 24th

Guest Speaker TBA, Purchasing Equipment, Sales-Client Relationships, 3rd party relationships, Networking

Week six Sept 28th – Oct. 1st

Guest Speaker TBA, Creating a rate card, Marketing niche, selling your company,

Week seven – Oct. 6th – Oct. 8th Off Oct. 13^h, Columbus Day

Guest Speaker TBA, Review for Midterm

Week eight Oct. 15th – Oct. 20th

Guest Speaker TBA – Midterm, outside assignment one due. Group project assignment hand out.

Week nine Oct. 22nd –Oct 27th

Guest Speaker TBA – Review Midterm, Hiring and firing, day to day operations, employee Morale

Week ten Oct. 29th – Nov 3rd

Group Project Strategy sessions

Week eleven Nov. 5th – Nov.10th

Guest Speaker, Group Project Production, Final Project hand out

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Week twelve Nov. 12th -Nov. 17^h
Group Project Production, Final Project Strategy session

Week thirteen Nov. 19th – Nov. 24th
Group Project Due. Final Project Production

Week fourteen Thanksgiving off 26th – Dec 1
Review Group Project, Final Project Production

Week fifteen Dec. 3rd – Final Project due
Finals Week Dec. 8th final 4pm-6pm