I. INTRODUCTION

A. This course is designed to give the student a working knowledge of broadcast time sales, including sales call preparation, sales presentations, client interviews, competitive media, ratings, promotion, and scheduling.

B. This course is required for all students pursing a Certificate of Completion in Radio TV Broadcasting and may be used as a University Parallel, Texas Common Course for Associate in Arts Degree in Radio/Television Broadcasting.

C. The sales department of today's commercial radio and television station is the revenue producing area of broadcasting. It is imperative that the future broadcaster, whether sales oriented or not, understand the role of the sales department within the operation of a broadcast station.

D. Prerequisites: None

II. LEARNING OUTCOMES

Upon successful completion of this course, Introduction to Advertising, the student will be able to:

A. Use the vocabulary of the broadcast sales department employee. (F6, C9, C15)

B. Prepare a sales presentation for a retail business prospect. (F2, F7, F9, F16)

C. Discuss the strong and weak points of radio and television advertising. (F8, F12, C5)

D. Discuss the strong and weak points of the competitive advertising media. (F8, F12, C5)

E. Exhibit knowledge of audience research as it is used within the sales department. (F1, F3, F7)

III. INSTRUCTIONAL MATERIAL

Spring 05
The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. COURSE REQUIREMENTS

A. Reading assignments are to be completed before the class period during which the material will be discussed. These assignments will be the topic of the lecture material presented during the appropriate class session. Occasionally the instructor may require additional reading assignments from handouts or periodicals.

B. The student will be required to complete an outside project. The project will be assigned by the instructor. Evaluation criteria will include completeness of coverage of the assigned topic.

C. Students are encouraged to keep a complete set of class notes.

D. Students are expected to attend class and participate in classroom discussion. Excessive absences will not be tolerated and could result in the student being withdrawn from this course.

E. Assignments are due on the date specified by the Instructor. Late assignments will be subject to a penalty of 10% of the total point value for each day the assignment is late. All assignments must be submitted to meet requirements for this course. Failure to submit and satisfactorily complete all assignments required in this course as stated in the syllabus will result in a grade of "F" for this course.

V. EXAMINATIONS

A. Three examinations will be administered during this course:

1. Three-week exam 3rd week
2. Mid-term exam 6th week
3. Final exam 11th week

B. The examinations will be objective in context, short answer, true/false, multiple choice, etc. The instructor will review during the class meeting prior to the exam date. Make-up examinations will be given in the event a student is absent during an exam provided the student receives an excused absence from the instructor. Make-up examinations will not be given in the event of unexcused absences. Unscheduled quizzes will not be given.

VI. SEMESTER GRADE COMPUTATIONS

The student's final grade is determined by cumulative points scored on three major exams.

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and outside project. Point values are assessed as follows:

<table>
<thead>
<tr>
<th>POINT-TO-GRADE RATIO</th>
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<tbody>
<tr>
<td>Three-Week Exam 100 points</td>
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<tr>
<td>Mid-Term Exam 150 points</td>
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<tr>
<td>Outside Project 50 points</td>
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<tr>
<td>Final Exam 200 points</td>
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<tr>
<td>TOTAL 500 points</td>
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500-450 = A
449-400 = B
399-350 = C
349-300 = D
299 - 0 = F

VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR

A. **Course Withdrawal:** It is the student’s responsibility to officially withdraw from a course if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

- 10-week session: Friday of the 8th week
- 8-week session: Friday of the 6th week
- 5-week session: Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W” provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

B. **Administrative Withdrawal:** An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. **Incomplete Grade:** The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the coursework but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a
Prior approval from the instructor is required before the grade of “I” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

D. Cellular Phones and Beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. American’s With Disabilities Act (ADA): Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.

G. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

VIII. COURSE OUTLINE

A. Unit One: Introduction to Advertising and Sales

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:

   a. Identify the requirements for successful completion of this course
   b. List examples of the advertising media
   c. Define the function of the advertising agency and station representative
   d. List and describe the three levels of advertisers as determined by distribution area

2. Learning Activities:
   a. Classroom lecture (F5, F11)
   b. Student homework study (C5, C6, C8)
   c. Reading assignment: Chapter 1 (F1, C5, C6)

3. Unit Outline:
   a. Course orientation
b. The Advertising Industry
   (1) Advertising defined
   (2) National advertising
   (3) Local advertising
c. The Advertising Media

B. Unit Two: The Broadcast Station/Sales Department and Local Advertising

1. Learning Outcomes: Upon successful completion of this unit the student will be able to:

   a. Diagram the organizational structure of a small, medium, and large market, television and radio stations
   b. Diagram the organizational structure of a broadcast sales department
   c. List factors which determine the profits of a broadcast station
   d. List factors which determine a station's ad rates
   e. Define rate card terminology
   f. List and describe common advertising plans
   g. List and describe the two types of station rate cards
   h. Read and compute ad costs using a station rate card
   i. Define sales/advertising terms

2. Learning Activities:
   a. Classroom lecture and discussion (F5, F11)
   b. Student homework study (F3, F4, F7, F9, C2, C5, C6, C8)
   c. Reading assignment: Chapter 2 & 4 (F1, F3, C5, C6)

3. Unit Outline:
   a. Broadcast Station Organization
   b. Station Profits
   c. The Rate Card
      (1) Terms
      (2) Ad plans
   d. Using Rate Cards

C. Unit Three: The Local Station Representative

1. Learning Outcomes: Upon successful completion of this unit the student will be able to:

   a. List qualifications and traits of a station sales representative
   b. List and describe six types of sales representative compensation plans
   c. List the duties and responsibilities of the sales representative
   d. Define sales call and call list
   e. List the four major types of sales calls
   f. Define and discuss call reluctance
2. **Learning Activities:**
   a. Classroom lecture and discussion (F5, F11)
   b. Reading assignment: Chapters 2 & 4 (F1, C5, C6)

3. **Unit Outline:**
   a. The Sales Representative
      (1) Traits/qualifications
      (2) Duties/responsibilities
      (3) How you're paid
   b. Sales Calls
      (1) The call list
      (2) Types of sales calls
      (3) Rate cards
   c. Call Reluctance

D. **Unit Four: The Client**

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to:
   a. Define client
   b. List and describe primary advertising concerns of the client
   c. List and discuss the five types of business as the business is seen from a sales point of view
   d. List the three types of selling techniques
   e. List and discuss three methods by which the client sets an advertising budget.
      List other factors which influence the ad budget
   f. Define and discuss client prospecting
   g. Prepare a client interview
   h. List and discuss the stages of preparing for sales presentation
   i. List five expectancies which the client has toward the station representative
   j. List six broad aims which the client has toward advertising

2. **Learning Activities:**
   a. Classroom lecture and discussion (F5, F11)
   b. Guest speaker (F5, C5, C6, C7)
   c. Reading assignment: Chapter 5 (F1, C5, C6)

3. **Unit Outline:**
   a. The Client
      (1) Types of clients
      (2) Client concerns
      (3) What the client expects
   b. The Client's Aims of Advertising
      (1) Selling techniques
      (2) Advertising budget
   c. The Sales Representative and Client
(1) Finding the client
(2) Preparing to meet the client
   (a) Interview preparation
   (b) Client research

E. Unit Five: Audience Research

1. Learning Outcomes: Upon successful completion of this unit the student will be able to:
   a. List the major rating firms and describe the methods used by each firm to obtain broadcast ratings
   b. Explain how ratings are used by the sales department
   c. Define basic rating terms
   d. Read and understand research data
   e. Apply standard formulas to retrieve audience data

2. Learning Activities:
   a. Classroom lecture and discussion (F3, F5, F11)
   b. Student homework study (F4, C5, C6, C8)
   c. Reading assignment: Chapter 3 (F1, C5, C6)

3. Unit Outline:
   a. Rating Firms
      (1) Methodology
   b. Terminology
   c. Reading the Book
   d. How Ratings are Used

F. Unit Six: Local Advertising Competition

1. Learning Outcomes: Upon successful completion of this unit the student will be able to:
   a. List five forms of competitive advertising media
   b. Describe how direct mail rates are determined
   c. List the strong and weak points of direct mail
   d. List the strong and weak points of radio advertising
   e. List the strong and weak points of television advertising
   f. List the strong and weak points of outdoor advertising

2. Learning Activities:
   a. Classroom lecture and discussion (F5, F11)
   b. Reading assignment: Chapters 6, 7 & 8 (F1, C5, C6)

3. Unit Outline:

COMM 2327
a. The Competition
   (1) Newspapers
   (2) Television
   (3) Radio
   (4) Direct mail
   (5) Outdoor advertising

G. **Unit Seven**: The New Business Prospecting Call

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to:
   
   a. List the four purposes of the prospecting call
   b. List the five most common stalls or objections encountered during the presentation
   c. Assess the positive and negative considerations of SPEC spots
   d. List the eight stages of a new business sale
   e. Discuss the positive and negative aspects of cold calls

2. **Learning Activities**:
   a. Classroom lecture and discussion (F5, F7, F9)

3. **Unit Outline**:
   a. The Sales Presentation
      (1) Its purpose
      (2) Types
   b. Preparation
   c. Stalls and Objections
   d. SPEC SPOTS/Sales Aids
   e. Cold Call vs. Appointment

H. **Unit Eight**: The Service Call

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to:
   
   a. List the eight purposes served by the service call
   b. Describe the function of the service call
   c. List the five areas most often overlooked when making service calls
   d. List the preparation steps of a service call
   e. List the important points of the service call

2. **Learning Activities**:
   a. Classroom lecture and discussion (F5, F7, F9, F11)

3. **Unit Outline**:
   a. The Service Call

COMM 2327
(1) Its function  
(2) Its purpose
b. Preparing for the Service Call  
c. Forgotten Aspects of the Service Call

I. **Unit Nine**: The Collection Call

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to:
   a. List reasons why clients may become collection problems  
b. List the preparatory steps of the collection call  
c. List and discuss the three don'ts of the collection call  
d. List the possible recourse if the client does not pay  
e. Discuss how to turn a collection call into a sales call

2. **Learning Activities**:  
   a. Classroom lecture and discussion (F5, F7, F8, F9, F11)

3. **Unit Outline**:  
   a. The Collection Call  
      (1) Why a client becomes a collection problem  
      (2) Preparation
   
   b. Do's and Don'ts  
   c. Recourse
   d. Turning the Collection Call into a Sales Call

J. **Unit Ten**: The Promotional Call

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to:
   a. List and discuss the three types of promotional sales calls  
   b. Discuss the relationship of programming and sales within a station promotion  
   c. Describe how the telephone can be used within promotion sales  
   d. Discuss the use of a demo tape with a station promotion  
   e. Prepare a promotional presentation  
   f. Discuss why promotions are useful to the station in terms of sales and awareness

2. **Learning Activities**:  
   a. Classroom lecture and discussion (C18, F5, F6, F11)

3. **Unit Outline**:  
   a. The Sales Promotion
K. **Unit Eleven: The Legal Aspects of Sales**

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to:

   a. Define the questionable advertising practices of bait and switch, omission, and double billing
   b. Explain the role of the FCC and FTC in advertising
   c. List items which can not be advertised according to the FCC
   d. Discuss FCC regulations pertaining to over-commercialism, lotteries, and program length commercials

2. **Learning Activities:**
   a. Classroom lecture and discussion (F5, F11)

3. **Unit Outline:**
   a. False Advertising
      (1) FTC/FCC rules
      (2) Station's responsibility
   b. Other Areas
      (1) Lotteries
      (2) Program length commercials
      (3) Double billing
   c. What Can Not be Advertised: FCC