

Introduction to Media Business Syllabus (SEP version)

Spring 2025

MSP 1655, sec 001, CRN 4972, 3 credit hours

Class Meetings: In person, Mondays, Wednesdays, Fridays

Location: Gladfelter Hall, L24

- there will be no scheduled zooms for this class, it is all in person

Your Instructor: Prof. Ali Castellini

Email: AliC@temple.edu

Office: TT 221 (2nd floor of AH, across the “sky bridge”)

Your Teaching Assistants:

- Anyun Chatterjee: anyun.chatterjee@temple.edu
- Mikias Assefa: mikias.assefa@temple.edu

Your Incredible Media Librarian: Kristina DeVoe can be reached here:

<https://guides.temple.edu/prf.php?id=589395e2-7cdb-11ed-9922-0ad758b798c3>

Need to talk or have a question? I'd love to talk to you! My Student Consultation Hours & Drop-In Hours are:

- **Mondays and Wednesdays** in person or via zoom 11am-12pm
- Or any other time by appointment
- **Locations:** Office TT 221, via zoom, or another public place on campus

⇒ If you cannot make it to my regularly scheduled hours, No problem! Just email me or see me to set up a different time that works for us both.

Why you should take advantage of Student Consultation & Drop-In Times: I invite you to come visit me regardless of the reason! Drop-In hours offer you a chance to have personal interactions with your instructors, discuss how course material fits with other things you are studying, and to get advice about course options and career paths.

These visits can give you valuable time to better understand your class content, class expectations and can have a big impact on your academic success. If we meet in my office, I have a coffee maker and snacks available. I also enjoy meeting at various places on campus and via Zoom if that works better for you.

Contacting me by email

At some points in the term, my inbox gets quite full, but I do want to hear from you. If you email me and don't hear back within two business days, please send a follow up email. I will appreciate the gentle reminder.

- **Please be sure to sign your email and list the course number in the email subject.** This will help me expedite the reply to your note and it is good practice for professional communication, which this course is all about.

Preferred Names and Pronouns: If your preferred name or preferred pronouns are not the same as the name that appears on the university provided roster for the course, please let me know so that I can use your preferred name and your preferred pronouns.

Course Description

We are currently experiencing the most rapid acceleration of growth and audience fragmentation on every media front. The businesses that produce media content are rapidly evolving and going through their own growth spurts, shakeups, mergers, regulatory changes and leadership challenges. How have industry changes impacted what media businesses do and how they do it—especially regarding how these businesses make money? In order to interpret the media industry through the eyes of a media leader you will need to learn and understand four broad areas influencing the industry:

- 1) How media organizations are structured;
- 2) How media companies make money;
- 3) How content is developed and distributed; and;
- 4) the skills leaders use to help bring success to each of these areas.

Course Objectives

Upon completion, students will be able to:

- Understand organizational structures of media companies, their decision-making and how they determine their “best practices.”
- Understand basic managerial concepts, goals, responsibilities and skills and how they impact an organization, particularly in managing a creative (revenue-producing) team.
- Develop a critical ear and eye in assessing media information, media companies, the issues facing those companies, and the manager’s role in helping them grow.
- Gain an understanding of your own personal management style and how that style will impact managerial decision-making.
- Recognize the business and ownership patterns of the media.
- Identify the role of media regulations and emergent media’s impact on media messages.

Important Class Expectations and Behavior

How This Course Will Be Taught: This course will be entirely in person on Temple University's main campus. See above for building and room assignment. We will move to

virtual ONLY as University and City guidelines mandate, if/when needed or due to weather or extreme circumstances. If you cannot attend in person, it is the policy of Klein College that you cannot attend via zoom. See below for steps to follow due to absence.

Course Conduct: I am committed to creating a learning environment where diverse perspectives are recognized and valued as a source of strength. I request that all students work with me to create a class culture based on open communication, mutual respect, and inclusion.

Communication Style and Listening Style in Class: This is a communication course and is designed to help you develop your speaking and listening skills. Please be open to talking and listening to your classmates, me as your instructor, your TA's and any guests we may have visit us. You should be aware of your body language as a communicator and endeavor to practice good body language as you develop good communication skills. This includes being aware of any disruption you may make with side banter, wearing earbuds or headphones, or not making eye contact with those you are talking with. Hopefully these few suggestions are a good start in helping you become a good communicator, as you will discover more and act on them.

Discussions and Respect: As a class we will approach all discussions with respect and civility. Disagreements and debates in academic discourse are expected and welcome, but personal attacks are never OK and will not be tolerated. I strive to ensure an open and welcoming classroom for all students. If I ever miss the mark, please don't hesitate to come and talk to me. We are all learning together.

Help Create and Provide Materials - this class is both meaningful and fun; it is meant to enlighten you about media as an institution, and to consider your role now and in the future. I invite you to share other material, stories, links, content, etc that you may find that is relevant to the course and the topics covered.

Also, if you have an assignment idea or an alternative to a scheduled assignment that you would like to discuss- please share it with me! This is YOUR class! You should be a part of creating it.

Attendance And Absence Policies

We all face random, exigent circumstances. I understand that and have developed the following policy to assist us in having a successful in-person, vibrant, communication-oriented community in our classroom.

Why This Policy: Your courses are designed to prepare you for a professional career, therefore, attendance will be treated similar to a professional job setting to help you prepare. The following policy is based on what most companies provide. (See below for more.)

As this is an in person course, attendance is mandatory.

Absence Protocol: if you are absent from class or cannot make it to class, follow these 3 steps:

1. **Call Out:** Students should “call out” by contacting your me or a TA before class. (via email is fine.)
2. **Get Caught up:** you are responsible to make up the material you’ve missed. You can get notes from a classmate and check Canvas for class materials presented. Once you have completed the previous steps, you can always meet with me or a TA to review anything that is still unclear.
3. **Missed Events:** Any in-class activities, Guest Speakers, Networking sessions or quizzes cannot be made up

Sick Days/Unexcused Absences Provided: You are allowed three of these in this course. (Obviously if you are sick for a longer period of time or have extreme circumstances, we can discuss your situation and make exceptions on a case-by-case basis.)

- This amount of absences is based on the average Sick Time/PTO/vacation allowances that companies offer full time employees for 52 weeks of the year. *You will not lose any course points for up to 2 episodes of **poor attendance**.*
- **Poor attendance includes:** arriving late for class, leaving class early, and any unexcused absence from class.
- **Loss of Points:** Poor attendance for more than 2 classes will result in the loss of course points. Your final numeric grade decreases 2 points for each episode of poor attendance after the 2nd occurrence.
 - **Example:** your 4th poor attendance event will reduce your final grade by 2 points; the 5th occurrence will reduce your final grade by another 2 points etc.

Exceptions to note:

- **Proven Illness:** There will be no penalty for missing classes due to “proven illness”, including COVID 19 related illnesses. Proven illness includes official documentation from a healthcare provider.
- **Official Temple Activities and Religious Holidays:** Students will be excused from class to participate in official Temple activities or to observe religious holidays.
- **Notification:** In the instance of excused absences, the student must notify the instructor in advance of any conflicts in the schedule and assignments must be completed prior to the anticipated absence.
- **Inclement Weather and In-Person Classes:** on rare occasions, classes can be cancelled or moved online due to inclement weather, including snow, ice, hurricanes, tornadoes or other unexpected climate issues. The best way to get notifications of class cancellations or other major campus events is to sign up for the TU Alert System on your TUPortal page. The University will also list any weather

related news on a link from the top of Temple's main webpage. You may also call 215-204-1975 for weather related news.

- This is a participatory in person course that offers you many opportunities to network and meet professionals in the industry. If you can't be present, consider taking a different modality for a required course that we offer. We have offer synchronous and Asynchronous options and sections of other required courses. Choose the right course modality offering for you and your schedule.

School-Life Conflict: Many students face obstacles to their education as a result of work or family obligations or unforeseen personal difficulties. If you experience challenges throughout the term that are impact your ability to succeed in this course, or in your undergraduate career more broadly, please reach out to me immediately so that we can work together to form a plan for your academic success.

Caregiver Responsibilities Policy: I have great respect for students who are balancing their pursuit of education with the responsibilities of caring for children or other family members. If you run into challenges that require you to miss a class, or if your caregiving responsibilities are interfering with your ability to engage in remote learning, please contact me. There may be some instances of flexibility we can offer to support your learning.

Recording Classroom Lectures: Due to the nature of our discussion oriented course and frequent guest visitors, recording in the classroom is prohibited unless I have given you specific permission to do so.

Please Consider: Such permission is generally not given without the consent of **all** class members and visitors. **Students who have a special need to record lectures should contact me.** I will then contact Dr. Maggie Place, Vice Dean for Student Success, for questions or assistance. In the event that a class is to be recorded, you do not have consent to have the lectures, class discussions, etc., distributed on YouTube, email, or through other media or distribution channels. (Due to recording and privacy policies and PA Laws.).

Course Materials and Your Success

Materials: There is no required textbook for this course, the content is evolving too quickly! However, we will rely on current readings, articles, video, audio and analysis to take advantage of the newest information available about a topic. Note: Most of them are outlined and provided on your Canvas site. But many others will be added as guest speakers are confirmed. You are also invited to provide materials or suggestions that fit within the scope of the course topic. This is YOUR class! Be a part of the dynamic!

Time and Time Management: You must set aside time every week for this course. And it's normal to struggle with time management! All students do. We have help for you and Academic Coaches available for you. Visit here to set up a meeting and consultation: <https://studentsuccess.temple.edu/programs/coaching>

In this course there are readings, homework, screenings, and individual projects to consider. Expect to work 6-10 hours per week outside of this class to successfully complete the course. (The university standard expectation of time required outside of the class sessions is 10-12 hours per week. This class expectation is significantly below the Temple University standard.)

Success= Time + Materials + Attitude

Instructional Methods

- This is an in-person course that will meet three times weekly. You may access this course material anytime, anywhere, through Canvas.

Possible Instructional and Assessment Methods: Readings from online sources and pdfs, individual activities, group assignments, video screenings, blogs, podcasts, reflection, analysis, discussion boards, video-based lectures (if applicable), exams and quizzes.

YOU WILL NEED:

- Headphones
- Webcam
- Recommended Internet Speed: 8mbps download & 5mbps You can test your connection at <https://www.speedtest.net>
- Access to some streaming platforms as well as social media platforms
- **NOTE:** A smartphone alone will not be sufficient to complete the work in the course. There are options to help you acquire better technology or connections. Please see below and links on your Canvas site.

This course requires the use of Canvas, including access to materials and assignment submission. Some videos posted via Canvas will require the use of speakers. The instructor may utilize web-conferencing tools to deliver synchronous material.

In order to participate in synchronous sessions (should they exist), tutorials, virtual tours, recordings, etc, you should have a computer, a webcam, headphones, and a microphone.

This course requires the use of Microsoft Office (Microsoft Office. A free copy is available to you at <https://its.temple.edu/office-365>

Need a Laptop or other device or better connection to do your work?

Limited resources are available for students who do not have the technology they need for class. Students with educational technology needs, including no computer or camera or insufficient Wifi-access, should submit a Student Technology Assistance Application located in TUPortal and linked from the [Dean of Students Support and Resources](#) webpage. The university will endeavor to meet needs, such as with a long-term loan of a laptop or

Wifi device, a refurbished computer, or subsidized internet access. The [Affordable Connectivity Program](#) is available to purchase discounted internet services and devices for qualified individuals.

On-campus computer labs are available for student use. Here is a list of all of these labs: <https://its.temple.edu/computer-labs>.

Note that technology resources are available for students, including laptop and battery share. Some software is available for free download on the [ITS Academic Support page](#). Other specialty software may be available for remote access through ITS.

The university will endeavor to meet needs, such as with a long-term loan of a laptop or Wifi device, a refurbished computer, or subsidized internet access. [Internet Essentials from Comcast](#) provides the option to purchase a computer for \$150 and high-speed Internet service for \$9.95 a month, plus tax. The [Emergency Broadband Benefit \(EBB\)](#) is available to purchase Xfinity, Verizon, T-Mobile, and other internet services. Qualified households can receive a temporary monthly credit of up to \$50/month toward their Internet service and leased Internet equipment until the program's funding runs out.

On-campus computer labs have resumed normal operations and are available for student use.

Note that some software is available for free download on the [ITS Academic Support page](#). Other specialty software may be available for remote access through ITS.

Course Communications

To facilitate communication, the university requires you to have and use an e-mail account ending in @temple.edu. The instructor will not read or respond to email sent from an outside email address.

Students should check their Temple email daily for course updates.

All students are required to comply with [Temple University's Computer and Network Security Policies](#).

Remote Proctoring Statement [if applicable]

Zoom, Proctorio, or a similar proctoring tool may be used to proctor exams and quizzes in this course. These tools verify your identity and record online actions and surroundings. It is the learner's responsibility to have the necessary government or school-issued ID, a laptop or desktop computer with a reliable internet connection, the Google Chrome and Proctorio extension, a webcam/built-in camera and microphone, and system requirements for using Proctorio, Zoom, or a similar proctoring tool.

Statement on the Use of Generative AI in This Course

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) **IS** permitted in this course for the following activities:

- Brainstorming and refining your ideas;

- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts;
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts and responses assigned to you or content that you put into a Zoom chat with your team;
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool;
- Writing a draft of a writing assignment;
- Writing entire sentences, paragraphs or papers to complete class assignments.

NOTE: You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. For example, See these resources for APA guidance, and for other citation formats. Any assignment that is found to have used generative AI tools in unauthorized ways will earn a zero. A second attempt may earn failure of the course. When in doubt about permitted usage, please ask for clarification from your professor, TA, the Writing Center, or the Library.

From [AIContenty](#), August 11, 2023:

The limitations and challenges of AI in ensuring content accuracy

While there are many benefits to using AI to verify the accuracy of online content, there are also some limitations and challenges to consider. One of the main limitations is that AI algorithms are only as good as the data they are trained on. This means that if the data is biased or incomplete, the AI algorithm may not be able to accurately identify misinformation or fake news.

Another challenge is that AI algorithms may struggle with detecting and interpreting sarcasm, satire, and other forms of irony or humor. This is because these forms of [communication](#) rely heavily on context and can be difficult for AI to understand.

Additionally, AI algorithms may struggle with verifying information that is presented in non-standard formats, such as memes or images. This is because the algorithms are typically designed to analyze text-based information, which may not be applicable to other forms of content.

Furthermore, there is a risk that AI algorithms may themselves be biased, particularly if they are trained on data that contains inherent biases or inaccuracies. This can lead to inaccurate assessments of information and further perpetuate the spread of misinformation.

Finally, it's important to note that AI algorithms are not perfect and can make mistakes. While AI can provide a valuable tool in verifying the accuracy of online content, it's important to use it in conjunction with human oversight to ensure the highest levels of accuracy and objectivity.

Overall, while AI can be a valuable tool in ensuring content accuracy, it's important to consider the limitations and challenges that it presents. By understanding these limitations, we can better utilize AI to identify and prevent the spread of misinformation.

Grades, Assessments and Due Date Policy

Grading Scale

| A Range | B Range | C Range | D Range | F Range |
|---------------|---------------|---------------|---------------|----------|
| A 93 - 100 | B+ 87 - 89.49 | C+ 77 - 79.49 | D+ 67 - 69.49 | F 0 - 59 |
| A- 90 - 92.49 | B 83 - 86 | C 73 - 76 | D 63 - 66 | |
| | B- 80 - 82.49 | C- 70 - 72.49 | D- 60 - 62.49 | |

Although D- is a passing grade, a minimum grade of C- is required in General Education courses and, in many programs, courses required by the major.

For more information, please see [Temple University's Academic Policies on Grades and Grading.](#)

Students will see their grades posted as soon as possible in the Canvas grade book for each assignment; there is also a weighted column for total course grade. We will make every effort to post grades within two weeks of submission, with details and rubrics, if applicable.

Students who wish to discuss grades must email the professor directly to set up a meeting. Due to FERPA laws, grades cannot be discussed in the comments section of Canvas or extensively in email. Grades can only be discussed in person or via live virtual meetings. (ie: Zoom)

Weighting Details Total = 100%

- Visitor Insight Summaries =15%
- Quizzes = 15% (5 total- Top 4 scores will count towards your grade)
- Trade Magazine Current Event Posts & Responses = 25% (4 total- Top 3 scores will count towards your grade)
- Short Industry Research Papers (2) = 20%
- Attendance and Class Participation = 15%
- Final Reflection Paper = 10%

Assignment Descriptions

-- A complete overview of each item of coursework can be found in Canvas under *Assignments*

- One Class Introduction Discussion Board - Due in Week 1
- Visitor Insight Summaries from various guests and speakers in class

- Five quizzes, one every 3 weeks covering assigned reading & screening materials. The top 4 scores will count toward your final grade.
- Four Trade Magazine/Journal Current Event Posts and Responses where you will post a current article and respond to classmates posts. (The top three scores count towards your final grade)
- Two Individual Assignments: Research, Writing, and Creative Work to connect *You* to the media business.
- One Final Reflection Paper

You can anticipate that some element of coursework will be due every week in the class.

Late Work and Grading Policies

Except in pre-communicated, emergency situations, or for ADA Accommodations, **late work is generally not accepted after three days**. Each day late will result in less points available for the respective assignment grade. More details below in General Policies.

General Policies

All [Temple University Academic Policies](#) will be upheld.

The [General Education Policies and Requirements](#) details program expectations.

Attendance and Your Health

Students must attend and participate in classes according to their instructors' requirements to achieve course learning goals. If you feel unwell or are under quarantine or in isolation because you have tested positive for the coronavirus, you should not come to campus or attend in-person classes or activities.

It is the student's responsibility to contact their instructors to create a plan for participation and engagement in the course as soon as they can do so and to make a plan to complete all assignments in a timely fashion when illness delays their completion.

Further Detail on Late Work and Grading Policies:

Except in pre-communicated, emergency situations, or for ADA Accommodations, **late work is generally not accepted after three days**. Each day late will result in less points available for the respective assignment grade.

I generally do not offer re-dos on coursework, with the exception of the first assignments and practice assignments. Re-dos are options that must be offered to all students, not just one, and therefore individual requests to resubmit an assignment for a possible uptick in your grade will be denied.

All assignments and due dates are provided with several weeks notice in the Canvas weekly modules, with overviews and prompts. All assignments must be submitted on time in Canvas.

Incomplete & Extra Credit

A student will be eligible for a grade of “Incomplete” only if the student: 1) has completed at least 51% of the work at a passing level, 2) is unable to complete the work for a serious reason beyond their control, and 3) files a signed agreement with the instructor outlining the work to be completed and the time frame in which that work will be completed. The student is responsible for initiating this process and all incomplete forms must be sent to the Associate Dean for Academic Affairs prior to the start of study days in that semester.

Please refer to the following for further details: [Temple University’s Incomplete Policy](#). (Policy #02.10.13).

Klein College Extra Credit and Incomplete (I) Policies:

When it comes to extra credit, Klein College has a policy that “all students have equal opportunity to demonstrate academic success.” Without an approved incomplete, students may not get credit for work done after the end of the semester. Students must already have a passing grade and completed at least 51% of the course work to apply for an Incomplete. If you believe you have an exceptional circumstance, you must clear it first with your instructor, the Chair of the department, and the Dean’s Office of Klein College. Except in very rare circumstances, all academic work, including extra credit, must be earned in the semester in which a student is enrolled in the class and must be offered to all students in the class.

No individual extra credit will be offered, so please do not ask. There will be extra credit opportunities such as academic talks and free screenings periodically posted in the Announcements section of Canvas that will be available to all students.

Withdrawal from the Course

If a student wishes to withdraw from a course, it is the student’s responsibility to meet the deadline for the last day to withdraw from the current semester.

See [Temple University's Academic Calendar](#) for withdrawing deadlines and consult the [University policy on Withdrawals](#) (Policy # 02.10.14).

Statement on Academic Rights & Responsibilities

Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has a policy on [Student and Faculty Academic Rights and Responsibilities](#) (Policy #03.70.02).

Academic Honesty

According to the University Student Code of Conduct, students must not commit, attempt to commit, aid, encourage, facilitate, or solicit the commission of academic dishonesty and impropriety including plagiarism, academic cheating, and selling lecture notes or other information provided by an instructor without the instructor’s authorization. Violations may result in failing the assignment and/or failing the course, and/or other sanctions as enumerated in the [University Code of Conduct](#).

Netiquette and Class Conduct Expectations

It is important to foster a respectful and productive learning environment that includes all students in our diverse community of learners. Our differences, some of which are outlined in the University's nondiscrimination statement, will add richness to this learning experience. Therefore, all opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse.

Treat your classmates and instructor with respect in all communication, class activities, and meetings. You are encouraged to comment, question, or critique an idea, but you are not to attack an individual. Please consider that sarcasm, humor, and slang can be misconstrued in online interactions and generate unintended disruptions. Profanity should be avoided as should the use of all capital letters when composing responses in discussion threads, which can be construed as "shouting" online. Remember to be careful with your own and others' privacy. In general, have your behavior mirror how you would like to be treated by others.

For more information, please visit <https://diversity.temple.edu/>.

Disability Disclosure Statement

Any student who has a need for accommodation based on the impact of a documented disability should contact [Disability Resources and Services](#) (DRS), Ritter Annex 100, (215) 204-1280 or 215-204-1786 (TTY) or drs@temple.edu, to make arrangements. If you have a DRS accommodation letter to share with me, or you would like to discuss your accommodations, please contact me as soon as practical. I will work with you and with DRS to coordinate reasonable accommodations for all students with documented disabilities.

Note: Accommodations are not retroactive. All discussions related to your accommodations will be confidential.

Technical Support

For a listing of technical support services available to Temple University students, see the [Tech Support page](#).

Live Chat or Request Help: tuhelp.temple.edu.

Phone: 215-204-8000

Email: help@temple.edu

Website: its.temple.edu

Location: The TECH Center, Room 106

The Instructor is unable to provide technical support for Canvas-related issues or computer-related/tech issues outside of the design of our own Canvas course.

Academic and Support Services

Temple University provides a variety of services to support you throughout your studies. Please take a moment to view these by visiting the [Academic Support Services page](#).

The following academic support services are available to students:

- [Student Success Center](#)
- [University Libraries](#)

- [Undergraduate Research Support](#)
- [Career Center](#)
- [Tuttleman Counseling Services](#)
- [Disability Resources and Services](#)

If you are experiencing food insecurity or financial struggles, Temple provides resources and support. Notably, the [Temple University Cherry Pantry](#) and the [Temple University Emergency Student Aid Program](#) are in operation as well as a variety of resources from the [Division of Student Affairs](#).

Continuity of Instruction in the Event of Emergency

Students are to register for the TUAAlert System to be made aware of University closures due to weather or other emergency situations and follow all additional university-wide emergency instructions. Students can register for this system on the [Campus Safety Services website](#). Students registered for the class will be alerted to any alternate testing procedures and submission of assignment requirements from the instructor via email. Please note that online classes are generally not affected by campus closures.

Privacy Policy

Please see the links below to become familiar with the privacy policies for each of the following:

- [Temple University](#)
- [Canvas Instructure](#)
- [Zoom](#)

Attribution Notice: This syllabus was derived from a village of kind and brilliant Instructors and Teaching Specialists, including: Professor Stephen Butler, Dr. Kristine Trevor, and the Center for the Advancement of Teaching.

Note: Your continued enrollment in the course signifies your agreement with the policies and terms of this syllabus.