**Media Management and Telecommunications - Com. 4480**

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**Class Meeting Time: M/W 3:30-4:45PM**

**Office Hours: Mon. 1:30-3:00PM**

**COURSE OUTLINE and READINGS**

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**Class Meeting Times: Week of:**

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Jan. 7 **MEDIA and TELECOMMUNICATIONS ECONOMICS I. Principles of Market Structure, Supply and Pricing**

 1. Gershon, Media and Telecommunications Economics (see Com. 4480 Website)

 2. Albarran, Media Economics (see Com. 4480 Website)

Jan. 14. **BROADCAST TELEVISION MANAGEMENT I.**

 1. General Question About U.S. Television Broadcasting (see Com. 4480 Website)

 2. Why Traditional TV Is in Trouble, The New York Times.

<https://www.nytimes.com/2018/05/13/business/media/television-advertising.html>

Jan. 21. **BROADCAST TELEVISION MANAGEMENT II.**

3. Ooyala, State of the Broadcast Industry 2018 (see Com. 4480 Website)

 4. NBCUniversal Vows to Cut Primetime Ads by 20%, VARIETY

 <https://variety.com/2018/tv/news/nbcuniversal-nbc-advertising-cut-primetime-ad-load-1202712956/>

 5. Network News - State of the News Media, Pew Research Center

 <http://www.pewresearch.org/topics/state-of-the-news-media/>

 ` 6. Five Facts about the State of the News Media

 <http://www.pewresearch.org/fact-tank/2018/08/21/5-facts-about-the-state-of-the-news-media-in-2017/>

Jan. 28. **CABLE TELEVISION I.**

 1. R. Gershon, Ch. 4. A Brief Selection on Cable Television (see Com. 4480 Website)

 Adpated from *Media, Telecommunications and Business Strategy*, 2013 - Routledge

Feb. 4 **CABLE TELEVISION II.**

 2. Why HBO Needs to Grow Pt. I., Redef.

 <https://redef.com/original/why-hbo-needs-to-grow-the-future-of-hbo-pt-i>

 3. A Six Point Plan for HBO Pt. II., Redef.

 <https://redef.com/original/a-six-point-plan-for-hbo-the-future-of-hbo-pt-ii>

**End of Unit I.**

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Feb. 11 **VIDEO STREAMING (Over-the-Top) SERVICES**

 1. How will OTT Innovate in 2018, Forbes

 <https://www.forbes.com/sites/forbestechcouncil/2018/01/23/how-ott-will-innovate-in-2018/>

 2. U. S. and Global OTT., Multichannel News

 <https://www.multichannel.com/news/u-s-ott-revenue-will-spike-26-to-28-8b-in-2018-report-says>

 3. Guide to Streaming Video Services, Consumer Reports

 <https://www.consumerreports.org/streaming-media-devices/guide-to-subscription-streaming-video-services/>

Feb. 18 **MEDIA MANAGEMENT & STRATEGIC PLANNING I.**

 R. Mittenthal, Ten Keys to Successful Strategic Planning (see Com. 4480 Website)