

# Cover Sheet: Request 10513

## RTV 3XXX Understanding Audiences

### Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Ostroff,David Howard dostroff@ufl.edu
Created	10/27/2015 12:01:58 PM
Updated	12/14/2015 1:40:57 PM
Description	An overview of the nature of media audiences and their behaviors, as well as industry measurement practices and applications.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicat 012303000	Ostroff, David Howard		10/27/2015
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/14/2015
Added UCC Syllabus Checklist.pdf					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/27/2015 12/14/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Course|New for request 10513

## Info

**Request:** RTV 3XXX Understanding Audiences  
**Submitter:** Ostroff,David Howard dostroff@ufl.edu  
**Created:** 10/27/2015 12:01:58 PM  
**Form version:** 1

## Responses

**Recommended Prefix:** RTV  
**Course Level :** 3  
**Number :** XXX  
**Lab Code :** None  
**Course Title:** Understanding Audiences  
**Transcript Title:** Understanding Auds  
**Effective Term :** Earliest Available  
**Effective Year:** Earliest Available  
**Rotating Topic?:** No  
**Amount of Credit:** 3  
**Repeatable Credit?:** No  
**S/U Only?:** No  
**Contact Type :** Regularly Scheduled  
**Degree Type:** Baccalaureate  
**Weekly Contact Hours :** 3  
**Category of Instruction :** Intermediate  
**Delivery Method(s):** On-Campus  
**Course Description :** An overview of the nature of media audiences and their behaviors, as well as industry measurement practices and applications.  
**Prerequisites :** None  
**Co-requisites :** None  
**Rationale and Placement in Curriculum :** Reaching audiences with an increasing number of electronic media services requires an understanding of their composition, needs and wants, and media use habits. This course will be taken early in a Management student's program, providing a basis for later courses.  
**Course Objectives :** 1) To understand the concept of audience from both practical and theoretical perspectives.  
2) To understand and be able to compare and contrast the mass audience and niche audiences and their various business models, and how each is used by media programmers and advertisers  
3) To understand the role technology plays in audience development  
4) To understand the dual product market of media and how this affects audience formation  
5) To be able to interpret secondary data (e.g. audience metrics) to identify patterns and trends in media usage, and to apply this information effectively and strategically  
6) To become familiar with audience analysis tools and media industry-based resources  
7) To be able to think creatively and strategically in order to successfully approach and solve audience-related challenges.

**Course Textbook(s) and/or Other Assigned Reading:** Required:  
Webster, J. (2014). The Marketplace of Attention: How Audiences Take Shape in a Digital Age. MIT Press.

Recommended:  
Webster, Phalen, & Lichty (2014). Audience Ratings Analysis: Audience Measurement and

Analytics (4th ed.) Routledge.

Wimmer, R. & Dominick, J., Mass Communication Research, 7th ed. or later.

Eastman, S. & Ferguson, D. (2013). Media Programming: Strategies and Practices, 9th ed.

Napoli, P. (2003). Audience Economics: Media Institutions and the Audience Marketplace

### **Weekly Schedule of Topics :**

Week 1 Course Overview

"Audiences 101"

Dual Product Market

Week 3 What is an Audience?

Introduction to Audience Measurement

Audience Valuation

Audience Fragmentation

The Long Tail

Time shifting, New Consumption Platforms, and changing viewer habits

Week 5 Audience Engagement

Measurement and Accreditation

Big Data

The Audio Industry

Week 7 Market Segmentation

Social media audiences and analysis; social television  
Consumer Theory, Uses and Gratifications,  
Cultivation Effects

Week 9 Audience Engagement

Online and digital consumption trends, behaviors  
Political Audiences and Voters  
Cultivation Effects

Week 11 Mobile audiences and Gaming audiences

Week 13 Social Identity, Selective Exposure, Mood Management Theory  
Serving Diverse Audiences

Week 14 Ethical practices related to audiences

Week 15 Audience careers across the industry

**Grading Scheme :** Assignments and Evaluation

Audience Measurement Assignment 20%  
Students will learn how to read and interpret secondary data from an industry source. Upon completion of the assignment, they will be able to answer questions about media content performance or audience preference, be able to detect trends and patterns, and interpret the relevance and potential implications of such patterns and findings.

Target Audiences Assignment 25%

Students will learn how to match content with relevant audience segments. In this assignment, they will become more aware of how audiences can differ demographically, psychographically, behaviorally, geographically, etc. and learn to apply various segmentation techniques to tailor content to audiences, as well as strategically match audience segments with content.

Exam 1 25%  
Exam 2 30%

Assignments will be distributed at least one week in advance of their announced due date (syllabus dates are subject to change). Assignments are due on the date stated on the syllabus. Late assignments may be accepted within 24 hours (of the class period time), with a 10% penalty. Assignments turned in after this 24-hour period will not be accepted. We will also be using TurnItIn for most assignment submissions (through our Canvas site), and will discuss how to do so in class. The same deadline above also applies to the TurnItIn submission. In addition to uploading your assignment, however, please also turn in the hard copy in class for grading purposes

#### Grading

A	94-100%
A-	90-93.95
B+	87-89.95
B	84-86.95
B-	80-83.95
C+	77-79.95
C	74-76.95
C-	70-73.95
D+	67-69.95
D	64-66.95
D-	60-63.95
E	Below 60

See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> for further info on university grading policies.

**Instructor(s) :** Amy Jo Coffey

All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

**Syllabus MUST contain the following information:**

Instructor contact information (and TA if applicable)

Course objectives and/or goals

A weekly course schedule of topics and assignments

Required and recommended textbooks

Methods by which students will be evaluated and their grades determined

A statement related to class attendance, make-up exams and other work such as: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."

A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

A statement informing students of the online course evaluation process such as: "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

**It is recommended that syllabi contain the following information:**

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>  
University Police Department: 392-1111 or 9-1-1 for emergencies.

**The University's complete Syllabus Policy can be found at: [http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi\\_policy.pdf](http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf)**