

6/7/2023

DATE

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REQUIRED COURSE

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ELECTIVE COURSE

HUM DIVISION

☐ NEW COURSE☒ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	COM-175	TITLE: (30 Characters Max)	Broadcast Sales				
SEM CR HRS:	3	Lecture:	3	Lab:	0	ECH:	3
Course Level:	<input type="checkbox"/> Gen Ed / IAI <input checked="" type="checkbox"/> Baccalaureate /Non-IAI		<input type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit	Clinical Practicum:	0	SOE/ Internship:	0
COURSE PCS #	12 52.1804	IAI Code		Contact Hours (Minutes Per Week)			
Repeatable (Y/N):		Pass/Fail (Y/N):		Min:	Max:	16 Wks	8 wks
Prerequisites:	None						
Catalog Description: (40 Word Limit)	Broadcast selling principles from the Radio Advertising Bureau are presented. Conducting a client needs analysis and servicing an account are stressed. Analysis of surveys is included. The Radio Marketing Professional national exam is given as part of the course.						

List the Major Course Segments (Units)		Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Non-Clinical Internship/ SOE
1	Brief History of radio	2			
2	Operation and Programming of a radio station	3			
3	Retail and Radio Terminology	3			
4	Fundamentals of Radio Selling	3			
5	Reasons to advertise	2			
6	The first appointment	2			
7	Needs analysis	3			
8	Written sales presentation	5			
9	Commercials	3			
10	The close	2			
11	Nielsen & Arbitron Ratings	3			
12	Value Added Promotion	3			
13	Marketing a Station	3			
14	Internal Functioning of an Ad Agency	2			
15	Broadcast Competitors	3			
16	Serving Accounts	3			
TOTAL		45	0	0	0

EVALUATION

QUIZZES <input checked="" type="checkbox"/>	EXAMS <input checked="" type="checkbox"/>	ORAL PRES <input type="checkbox"/>	PAPERS <input type="checkbox"/>
LAB WORK <input type="checkbox"/>	PROJECTS <input checked="" type="checkbox"/>	COMP FINAL <input checked="" type="checkbox"/>	OTHER <input type="checkbox"/>

TITLE:	P1 Learning Series
AUTHOR:	
PUBLISHER:	P1 Learning
VOLUME/EDITION/URL:	1st
COPYRIGHT DATE:	2018

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Brief History of radio	2	Pass a test on a brief history of radio.
Operation and Programming of a radio station	3	Understand the importance of how all parts contribute to the radio selling process.
Retail and Radio Terminology	3	Pass quizzes on terminology.
Fundamentals of Radio Selling	3	Demonstrate the selling fundamentals through an actual sales call on an actual client.
Reasons to advertise	2	List the 10 reasons a retailer should advertise.
The first appointment	2	Demonstrate how to secure an appointment to make the first sales call.
Needs analysis	3	Conduct a needs analysis of a business and analyze client needs.
Written sales presentation	5	Compose and present a radio sales presentation based on the needs analysis to a client.
Commercials	3	Write and produce commercial that meet the needs of a client.
The close	2	Demonstrate through an actual presentation to a client the ability to close the sale.

Nielsen & Arbitron Ratings	3	Pass a test on reading the Nielsen and Arbitron ratings.
Value Added Promotion	3	Pass a test on reading the Nielsen and Arbitron understand the importance in today's media sales environment.
Marketing a Station	3	Prepare sales promotions and assemble a marketing strategy for a radio station.
Internal Functioning of an Ad Agency	2	Write out how an ad agency functions and makes money.
Broadcast Competitors	3	Give the advantages and disadvantages of competitors for the broadcast advertising dollar.
Serving Accounts	3	Work with an actual outside client and demonstrate the importance of service in retaining clients.
Insert New Line Above this Line		
	45	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	Comprehend the elements necessary for a successful sales proposal.
	Understand the importance of a needs analysis when selling broadcast advertising.
	Describe the Nielsen and Arbitron rating systems.
	Identify the importance of the many parts of a sales presentation.

* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.