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# COM 284

## Media Sales

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Fall 2025

Lecture: Tuesday/Thursday 3:35-4:50  
Fell 180

Instructor: Steve Suess

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Office Hours: Monday-Friday, 9-10 a.m. OBA

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### Overview/Catalog Description

Study of radio, television, newspaper and digital sales. Examination and practice of processes of planning and executing successful client proposals.

### Student Learning Outcomes

In this class students will...

- Discover different media products available for sale and the associated media sales terminology.
- Investigate skills and characteristics of successful media sales professionals.
- Investigate career opportunities in media sales, including in traditional media companies, advertising agencies, media buyers, and related careers and internships.
- Understand a potential client's needs through practicing needs evaluations and marketing plan creation.
- Craft advertising scripts for potential clients based on a needs assessment and effective scriptwriting techniques.
- Present an effective sales pitch to their peers and/or instructor.
- Evaluate effective sales pitch techniques of their peers.

### Required Text

There are two required textbooks for this course; however, both books are available via .pdf from the library and a link is made available on Canvas.

- Warner, C., Lederer, W., & Moroz, B. (2020). *Media selling: Digital, television, audio, print and cross-platform*. John Wiley & Sons, Inc.
- Weyland, P. (2018). *Successful local broadcast sales*. AMACOM.

### Plagiarism/Academic Dishonesty

Plagiarism and/or cheating will result in an immediate zero on the assignment, and could result in university discipline.

### Electronic Devices in Class

Electronic devices are not allowed in lecture or lab. Your grade will be penalized if you violate this policy, even on the first offense.

### Absence

Absences may be excused with prior consent of the instructor. If you have an emergency, please let the instructor know as soon as possible and be ready to provide documentation.

### Assessing Late Work

Late work is **never** acceptable without prior consent of the instructor. Any assignment less than 24 hours late will be graded with a 50% automatic deduction. Any assignment turned in more than 24 hours late will be a zero.

### Accommodations

Any student needing accommodation for a documented disability should contact Student Access and Accommodations at 350 Fell Hall, 438-5854 (voice), 438-8620 (TDD)

## Assessment

- **Advertising Observation** – Students will write reflections about advertising exposure while they are consuming media.
- **Rate Card Literacy** – Students will examine examples of professional media rate cards, interpret the data, and suggest a possible media buy for a local business.
- **Personality Profile** – Students will take personality evaluations to determine their characteristics best suited for a media sales career.
- **Client Research and Needs Assessment** – Students will research a local business and perform a needs assessment.
- **Advertising Creation** – Students will create an advertisement for a local business using scriptwriting and advertising design principles.
- **Sales Presentation** – Students will give a media sales presentation and pitch to one of their peers.
- **Sales Presentation Peer Evaluations** – Students in the audience will evaluate their peers on both presentation materials and pitch effectiveness.
- **Midterm Exam** – Students will take a traditional midterm exam, including multiple choice, matching, and short answer questions.
- **Final Exam** – Students will write a four-page essay detailing a marketing plan for a fictional client, including a needs assessment, writing advertising copy, details about suggested media buys, and strategies for an effective pitch. **This exam is due at the end of finals week, and this course will not meet on the final exam day.**
- **Attendance/Participation** – Students will be graded on their ability to come to class prepared and ready to participate in discussion/activities. Attendance is taken daily, and your grade will suffer if you fail to come to class.

Advertising Observation	100 pts
Rate Card Literacy	100 pts
Personality Profile	100 pts
Client Research/Needs Assessment	100 pts
Advertising Creation	100 pts
Sales Presentation	100 pts
Sales Presentation Peer Evaluation	100 pts
Midterm Exam	100 pts
Final Essay Exam	100 pts
<b>Attendance and Participation</b>	<b>100 pts</b>
<b>Total</b>	<b>1000 pts</b>

## Grading Scale

Grades in this course will follow the traditional 10% interval scale. Rounding is at the discretion of the instructor. If you want the instructor to round your grade up, you should maximize your grade in Attendance and Participation. Rounding up is earned through effort.

## Canvas

Your grades will be available on Canvas as grading is completed. You will receive detailed feedback digitally on Canvas as well. Finally, each project will also be turned in via Canvas.

## Tentative Schedule

Week 1 Aug 19, 21	Intro to Class Media Selling Ch. 1
Week 2 Aug 26, 28	Media Selling Ch. 2 Assign: Ad Observations
Week 3 Sept 2, 4	Media Selling Ch. 3, 4 Due: Ad Observations
Week 4 Sept 9, 11	Media Selling Ch. 19 Newspaper, Magazine, and Print Media
Week 5 Sept 16, 18	Media Selling Ch. 21 Radio and Audio Media
Week 6 Sept 23, 25	Media Selling Ch. 18 TV and Cable Assign Rate Card Literacy
Week 7 Sept 30, Oct 2	Media Selling Ch. 20 Streaming, Digital Media Due: Rate Card Literacy
Week 8 Oct 7, 9	Midterm Review Midterm Exam
Week 9 Oct 14, 16	<i>No Class – Com Week</i>
Week 10 Oct 21, 23	Personality Traits Assign: Personality Profile
Week 11 Oct 28, 30	Sales Ch. 1-8 Due: Personality Profiles Assign: Client Research
Week 12 Nov 4, 6	<i>TUE: No Class, IBA Conv.</i> THR: Sales Ch. 9-18 Due: Client Research Assign: Ad Creation
Week 13 Nov 11, 13	Sales Ch. 19-24 Due: Ad Creation Assign: Presentations
Week 14 Nov 18, 20	Presentations
Week 15 Nov 25, 27	<i>TUE: No Class – Fall Break</i> <i>THR: No Class – Fall Break</i>
Week 16 Dec 2, 4	Presentations
FINALS WEEK	Final Essay Exam Due <i>No Formal Exam/Meeting</i>