

**Rochester Institute of Technology**

Rochester, New York

College of Imaging Arts and Sciences

School of Print Media

NEW COURSE

2082-367

**1.0 Title: Media Industries Analysis**

**Date: 11/19/04**

**Credit Hours: 4**

**Prerequisite(s): Graphic Media Perspectives – 2082-201**

**Corequisite(s): None**

**Course proposed by: Pat Sorce, Twyla Cummings, Michael Kleper, Barbara Birkett**

**2.0 Course Information:**

	<b>Contact Hours</b>	<b>Maximum students/section</b>
Classroom	4	30
Lab		
Studio		
Other (specify )		

**Quarter(s) offered (check)**

\_\_\_\_\_ Fall  Winter \_\_\_\_\_ Spring \_\_\_\_\_ Summer

**Students required to take this course: (by program and year, as appropriate)**

This course fulfills a requirement in the Enterprise Concentration for the Graphic Media Degree.

**Students who might elect to take the course:**

Elective for SPM students and for students from other colleges

**3.0 Goals of the course (including rationale for the course, when appropriate):**

To provide students with an understanding of the major industries closely allied with the printing industry: advertising, publishing, and packaging.

**4.0 Course description (as it will appear in the RIT Catalog, including pre- and co-requisites, quarters offered):**

This course provides students with an understanding of the major industries closely allied with the printing industry: advertising, publishing, and packaging. The intent is to give students in-depth knowledge of (1) the structure of each of these industries; (2) the channels and methods through which and by which each distributes its products and services; and (3) the major customers/clients of its products and services. Particular attention will be devoted to investigating the business models for the use of print to create value in advertising, publishing, and packaging.

**5.0 Possible resources (texts, references, computer packages, etc.):**

- 5.1 Cappel, Joe, *The Future of Advertising*, Chicago: McGraw-Hill, 2003. ISBN: 0-07-140315-9
- 5.2 Epstein, Jason, *Book Business: Publishing: Past, Present, and Future*, ISBN: 0-39-3049841
- 5.3 Woll, Thomas, and Jan Nathan, *Publishing for Profit: Successful Bottom-Line Management for Book Publishers*, ISBN: 1-55-6524625
- 5.4 *Package Printing 2001-2005*, State Street Consultants for GAMIS

**6.0 Topics (outline):**

- 6.1 Review of the Printing Industry structure (Graphic Media Perspectives)

**6.2 Advertising Industry**

- 6.2.1 Role of Print Media in the Advertising industry
- 6.2.2 Structure of the Advertising industry
- 6.2.3 Nature of operations

**6.3 Packaging Industry**

- 6.3.1 Role of Print Media in the Packaging industry
- 6.3.2 Structure of the Packaging industry
- 6.3.3 Nature of operations

**6.4 Publishing Industry**

- 6.4.1 Role of Print Media in the Publishing industry
- 6.4.2 Structure of the Publishing industry
  - 6.4.2.1 Segments
    - 6.4.2.1.1 Ad-revenue dependent segments (Newspapers, Magazines)
    - 6.4.2.1.2 Content dependent segments (Books, Journals)

**7.0 Intended Learning outcomes and associated assessment methods of those outcomes:**

**Learning Outcome**

**Assessment Method**

Learning Outcome	Critiques/ Reports	Exams/ Quizzes	Homework/ Projects
7.1 Describe the structure and operations of the Advertising industry	X	X	X
7.2 Describe the structure and operations of the Packaging industry	X	X	X
7.3 Describe the structure and operations of the Publishing industry	X	X	X

**8.0 Program or general education goals supported by this course:**

8.1 Understand the three key industries and how to use print to create value

8.2 Conduct secondary research to assess market attractiveness and/or history of specific firms within each of these key industries

**9.0 Other relevant information (such as special classroom, studio, or lab needs, special scheduling, media requirements, etc.):**

Smart classroom

**10.0 Supplemental Information:**