Tuesday, April 7, 2015 – Media Management and Media Economics

8:30 – 9:15 a.m. Welcome by Dean Perlmutter, College of Media & Communication
Introduction to Conference Topics and Goals
Room: COMC 050

9:30 – 10:45 a.m. Media Management: Trends and Opportunities (Academic Panel)
Room: COMC 268

11:00 a.m. – 12:15 p.m. Industry Perspectives on Management in Lubbock’s Growing Market (Local Industry Panel)
Room: COMC 156

12:30 – 1:30 p.m. Thomas Jay Harris Plenary Address – Dr. Greg Lowe, University of Tampere, Finland: “The Collaborative Challenge: Connecting Academe and Industry for Mutually Beneficial Ends.”
Room: EDUC 001 (Lunch provided, RSVP to rsvp.mcom@ttu.edu by Mon. 4/6)

2:00 – 3:15 p.m. Panel 1: Discussion in Dr. Geoff Graybeal’s Media Entrepreneurship class.
Room: COMC 053

Panel 2: Workshop in Big Data Analytics, or What Big Data Are Good for…and What They Are Not.
Room: EDUC 001

3:30 – 4:45 p.m. How Media Managers Are Using Social Listening and Other Big Data Techniques.
Room: COMC 266

Frazier Pavilion (RSVP required by Thurs., 4/2: rsvp.mcom@ttu.edu)

Wednesday, April 8, 2015 – Big Data and Media Strategy

9:00 – 10:15 a.m. Data-Based Reliance: How Industry and the Academe Will Increasingly Depend on Big Data.
Room: COMC 153

10:30 – 11:45 a.m. Big Data or Big Hype? Assessing the Conceptual and Applied Utility of Big Data Insights.
Room: COMC 154

12:00 – 1:30 p.m. Roundtable Discussion: What We’ve Learned, What We Need to Know, and How to Get There.
Room: COMC 156 (Lunch provided to first 30 attendees)

ALL SESSIONS ARE OPEN AND PARTICIPATION IS ENCOURAGED!

Join the Conversation: #ReachingAudiences