

ADV 4300: Media Planning, Section 104C

Course Syllabus: Fall 2020

INSTRUCTOR: Julia Kim

hkim3@ufl.edu (The best way to reach me is via email. I will try my best to respond within 24 hours)

Office: Weimer G038

Office Hours: Tuesday 10:30 a.m. – 11:30 a.m., or by appointment

CLASSROOM: Online

Tuesday 11:45 a.m. – 1:40 p.m.

Thursday 11:45 a.m. – 12:35 p.m.

WEBSITE: e-Learning (Canvas): <http://elearning.ufl.edu/>

Make sure to check this site regularly for course readings, class announcements, course assignments, lecture notes, grades and other various materials.

COURSE DESCRIPTION AND OBJECTIVES:

This course will introduce you to the basic principles of media planning. It will prepare you to understand media terminology, interpret syndicated research, gather audience measurements, conduct competitive analysis, create and evaluate marketing/media objectives and, ultimately, design effective, integrated media plans. More specifically, the main objectives of this class are to:

- Recognize the advantages/disadvantages of various media vehicles
- Perform calculations to effectively evaluate media
- Become aware of new innovations and trends occurring in media
- Plan campaigns so that messages reach diverse audiences with various media habits
- Understand how media relates to account planning, creative development, marketing, and public relations
- Become proficient with tools and software commonly used in the media industry
- Enhance communication skills by presenting media recommendations
- Use strategy and insights to design a sophisticated and integrated media plan
- Prepare for an entry-level industry role in media

RECOMMENDED TEXTBOOK

Media Planning Essentials, Beth Egan, Stukent Publishing, ISBN: 978-0-9967900-8-6

Licenses for the eBook can be purchased through the bookstore or

<https://home.stukent.com/join/7DD-C1B>

COURSE POLICIES (ASSUME ALL NORMAL UF POLICIES STILL APPLY):

COURSE FORMAT: This course will be “hybrid” with both asynchronous and synchronous learning sessions.

Asynchronous sessions: All lectures will be pre-recorded and uploaded to canvas (<http://elearning.ufl.edu>). You can access them at your chosen time. We will also have designated canvas discussion boards where you are encouraged to post any lecture-related questions and actively participate in class discussions. In addition to lecture videos, all announcements, assignments, and grades will be posted to canvas. We will also be discussing and reviewing elements of the pre-recorded lectures during synchronous lecture sessions, so it is strongly recommended that all students watch recorded lectures prior to attending live sessions. It is the students' responsibility to check canvas regularly.

Synchronous (live) sessions: Once a week, typically during Thursday lectures, we will meet on Zoom. During these live sessions, I will be going through demonstrations of various media planning software and/or reviewing important class material that may or may not be related to Tuesday's pre-recorded lectures. Most importantly, this will be you and your group mates' opportunity to get together and discuss critical components of your final project. Needless to say, synchronous lectures will be essential to your success in the course. Attendance at all live sessions is mandatory.

AS IN ALL COURSES, UNAUTHORIZED RECORDING AND UNAUTHORIZED SHARING OF RECORDED MATERIALS IS PROHIBITED.

ATTENDANCE: Attendance is crucial to the success of this class; therefore, students are required to attend all live sessions and keep up with class material. Absences for reasons recognized by the university (e.g., religious holidays, medical excuses) can be excused if proper documentation is provided (e.g., a doctor's note or hospitalization record) for your absence. In addition to the discussion of concepts and explanation of course materials, graded exercises and activities will periodically occur during class.

PUNCTUALITY: Arriving to class on time is important to hear announcements made at the beginning of class and to not interrupt student presentations that occur as soon as class begins.

MAKE-UP POLICY: It is the student's responsibility to advise me of any personal emergency that might affect his/her performance in the course. In the case of an emergency or an extenuating circumstance that causes you to miss class over an extended period of time, please notify me as soon as possible via e-mail, or phone. The student will be held responsible for missed class notes, handouts, and any announcements made in his/her absence.

No make-up opportunities will be offered unless a valid excuse is presented and approved in advance. Excused absences include religious holidays, medical and/or family emergencies, and participation in extracurricular university events. Documentation is required, such as a dated and signed note from a medical center (i.e. Student Health Center).

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

ASSIGNMENT POLICY: All assignments are due on the dates specified in class. Assignments should be uploaded to the e-learning website. If the assignment is not uploaded by the time specified, the upload function will no longer be available. It is the student’s responsibility to ensure that all files have uploaded. Please leave ample time to deal with technical issues, giving you the opportunity to upload using university computers, or to alert the instructor in advance. At the instructor’s discretion, e-mailed and/or hard copy assignments will be accepted if students communicate an uploading issue well in advance of the due date.

COURSE TECHNOLOGY: It will be necessary for students to have access to a computer and the Internet outside of class for various assignments. Computers from the UF Library or lab in Weimer are able to access all of the software and programs necessary for this course.

EMAIL POLICY: Please allow 24 hours for a response to emails sent between Monday and Friday. I will do my best to reply in a timely manner, but students should not have the expectation that I will reply to questions about assignments the night before they are due. It is recommended that students make an appointment in advance to discuss questions during office hours.

GRADING POLICIES:

Grading rubrics will be discussed before all assignments/exercises, so that students have a clear understanding of how they will be graded. Students are welcome to meet with me during office hours to discuss questions or concerns regarding grading policies or their specific grades.

COURSE GRADES	POINTS	% OF TOTAL
Exam (1)	100	20%
Quizzes (2)	50	10%
Individual Exercises	100	20%
Media Calculations (4)	80	
Media Brief	10	
Media Evaluation	10	
Group Exercises	50	10%
Background	15	
Competitive Analysis/SOV	15	
Target Audience Insights	20	
Activities (10)	80	16%
Media Insights Presentation	10	2%
Group Media Plan	100	20%
Group Media Plan Presentation	10	2%
TOTAL POINTS	500	100%

- Exam: One in-class exam consisting of multiple choice, short answer, true/false, and matching questions that covers the first half of the course.
- Quizzes: Two online quizzes will be administered throughout the semester (25 points

each).

- Individual Exercises: A total of six individual “homework” exercises will consist of calculations for Digital, TV/Radio, Print/OOH, and creating a Commspoint media plan (20 points each), as well as writing a media brief, and the evaluation of metrics to measure performance (10 points each). Exercises should be uploaded to Canvas by the specified due date.
- Group Exercises: A total of three exercises will be completed in teams towards the final media project. Once assigned a client for the final project, teams will perform a comprehensive search of the industry/brand, competitive analysis, target audience profiles, and highlight exemplary media. Exercises should be uploaded to Canvas by the specified due date (15-20 points each).
- Activities: Activities will demonstrate students’ understanding of course materials and participation during class. Most activities will be in-class, but some might be performed out of class and uploaded to Canvas. Out of the 10 activities, the two lowest grades will be dropped.
- Media Insights Presentation: Find a recent article about media related to the course content and present it to the class. Presentations will be 5-10 minutes and consist of a summary and class discussion. The purpose of this assignment is for students to identify current events and begin in-depth, thoughtful discussion of their implications in a professional manner. Suggested resources include AdAge, AdWeek, and Mediapost.com (10 points).
- Group Media Plan: Students will be assigned a client to develop a comprehensive media plan and recommendations. A report will be uploaded to Canvas by the assigned date (100 points).
 - All groups will present an abbreviated “deck” to the class, with the intention to “win” the account. There will be strict time limits provided (10 points).

GRADING SCALE:

<i>LETTER GRADE</i>	<i>PERCENTAGE</i>	<i>POINTS</i>
A	93 – 100%	465 – 500
A-	90 - 92%	450 – 464
B+	87 – 89%	435 – 449
B	83 – 86%	415 – 434
B-	80 – 82%	400 – 414
C+	77-79%	385 – 399
C	73-76%	365 – 384
C-	70-72%	350 – 364
D	60-69%	300 – 349
E	Below 60%	Below 299

Grades will not be rounded up. Students must earn the minimum whole number associated with each letter grade to qualify for that grade. Minimum grade of “C” is required to advance in the Advertising major.

COURSE SCHEDULE:

(A) Asynchronous; (S) Synchronous

WEEK	DATE	TOPIC	Assignment/Reading
1	9/1	Course Overview / Review Syllabus (S)	
	9/3	Media Landscape (S)	Chapter 2, 6
2	9/8	Media Planning Basics (A)	
	9/10	Media Planning Basics Practice (S)	Media Insight Presentation #1
3	9/15	Digital Media (A)	Chapter 8-9
	9/17	Digital Media (S)	Media Insight Presentation #2
4	9/22	TV/Radio (A)	Chapter 7
	9/24	TV/Radio (S)	Media Insight Presentation #3
5	9/29	Print/OOH (A)	Quiz #1
	10/1	Print/OOH (S)	Media Insight Presentation #4
6	10/6	Print/OOH (A)	
	10/8	Marketing 101 (S)	Media Insight Presentation #5 Chapter 1,3
7	10/13	Marketing 101 / Background (A)	Chapter 1,3 cont'd
	10/15	AdSpender demo (S)	Chapter 4
8	10/20	Exam Review (S)	Media Insight Presentation #6
	10/22	Exam (S)	
9	10/27	Working in Teams / Target audiences (A)	
	10/29	Target Audiences cont'd (S)	Media Insight Presentation #7
10	11/3	Target Audience Practice (Simmons) (A)	
	11/5	Simmons Practice / Media Brief (S)	Media Insight Presentation #8 Chapter 5
11	11/10	Exemplary Media / Commspoint (A)	Quiz #2
	11/12	Commspoint demo (S)	Media Insight Presentation #9
12	11/17	Individual Meetings (S)	
	11/19	Innovative idea (S)	Media Insight Presentation #10 Chapter 10
13	11/24	Measurement & Evaluation (A)	
	11/26	NO CLASS (Thanksgiving)	
14	12/1	Search Engine Marketing (PPC) (A)	Chapter 15
	12/3	SEM Practice (S)	
15	12/8	Presentations	Synchronicity TBD
	12/10	Finalize pitch deck	
16	12/15	Submit proposal (A)	

Disclaimer: The course schedule is subject to change as we go through the semester. Any changes to the schedule will be clearly communicated and a revised schedule will be distributed.

IMPORTANT DATES:

September 4: Last day to add/drop classes without penalty (by 11:59 pm)

November 26: Thanksgiving break (no class)

December 10: Reading day (no class)

UF POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

HONOR CODE: Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. All individual, or group, work submitted for academic credit should be the original work of the individual, or individuals, seeking credit. Materials used to support an individual's, or group's, efforts should be appropriately cited in a bibliography or footnotes section of the work. Plagiarized work includes: work that is "lifted" or not appropriately cited. Work submitted for individual credit that is not exclusively the individual's own, or that is shared between students without disclosure that the work represented is a collaboration output between authors, are a breach of the University's Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give help or receive help from other students. However, this permissible cooperation should never involve one student having possession of a copy of all, or part, of work done by someone else, in the form of e-mail, an e-

mail attachment file, USB drive, or hard copy. Should copying occur, both the student who copied work from another student and the student who shared the copied material will automatically receive a zero for the assignment. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action. During quizzes and individual assignments you must do your own work. Talking, discussion, or collaboration of any kind is not permitted on assessment based assignments. This includes comparing papers, copying answers from others, or sharing work in any way.

GETTING HELP:

For issues with technical difficulties for E-learning, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

ONLINE COURSE EVALUATION:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.