

ADVERTISING MEDIA PLANNING

ADV 4300-1A50 Spring 2016

Dr. Lu Zheng
Department of Advertising
University of Florida

Time: Period 5-6 (11:45 a.m. to 1:40 p.m.)
R: Period 6 (12:50 p.m. to 1:40 p.m.)
Location: NSC 0227

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Office Hours: Wednesday 2:00 p.m. to 4:00 p.m.
or by appointment

Telephone: 392-0453

Office: 2080 Weimer

Required Textbook:

Media Flight Plan VII (Used book not allowed, new book with a new access code only)

Very Helpful Textbooks: (The following three textbooks are not required but I strongly encourage whoever intends to pursue media planning related careers to read these books closely).

Media Planning & Buying in the 21st Century by Ronald D. Geskey

Media Planning: A Practical Guide (3rd edition) by Jim Surmanek

The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying by Helen E. Katz

Required Equipment:

A scientific calculator-It must multiply, divide, add, subtract. (You are not allowed to use your cellphone to calculate media math for quizzes and exams).

Course Description

This course is designed to introduce students to the skills and concepts necessary to place advertising messages in mass media. Students will learn the advantages and disadvantages of placing ads in television, radio, newspapers, magazines, internet, social media, out-of-home, direct mail and non-traditional media. Students read and assess research from major media research firms. Students also complete a series of media math assignments to reinforce the concepts and calculations discussed in class.

Course Goal

Students learn skills and concepts necessary to place advertising in mass media. Students learn the problems involved in making media decisions and how they relate to the overall advertising process.

Objectives: Expected Learning Outcomes

Upon completion of the course, students will be able to:

1. Describe the role of media planning in the advertising process.
2. Calculate media cost efficiency metrics, including CPM, CPP, ratings, shares and GRP.
3. Read and calculate advertising rates from media advertising rate cards.
4. Understand media jargons and terminologies used in the media-planning field.
5. Set media reach and frequency objectives.
6. Prepare a comprehensive media plan from a client case to be provided by the professor.

GRADING (NOT NEGOTIABLE)

Grades will be calculated according to the following weights.

Assignments & Quizzes	15%
Mini presentations	15%
Test I	15%
Test II	15%
Test III	10%
Media plan	25%
<u>Media plan presentation</u>	5%
Total	100%

Note: There is ZERO tolerance of cheating. Cheating in any of the exams/tests or quizzes will result in an E for your final grade of this course.

PREREQUISITES

ADV 3000, ADV 3001 & ADV 3501 are required to take this class. If you have not satisfactorily completed all prerequisites, you will be administratively dropped from this course. Additionally, students not attending the first two class sessions will be administratively dropped.

ATTENDANCE

Attendance will be taken regularly. Two or more unauthorized absences will lower your final grade by one letter grade. Should medical/family emergencies arise preventing you from attending the class, you need to notify me beforehand and provide acceptable supporting documentations. Unexpected absences will result in an **E** for any tests administered or assignments due during the class missed. **No make-up exams and quizzes** will be given UNLESS you have a documented medical emergency or other exceptional circumstances.

FINAL PROJECT: MEDIA PLAN

What will be the form of the final project?

The class requires the preparation of a media plan based on a case study that will be provided later in the semester. I would recommend you not wait until the last minute to begin it. It is the heart of the course and will be reviewed very critically. Make allowances for catastrophes, such as printer problems, a backlog in the lab, projects for other classes, group problems, and so on. Late projects will be accepted only for an approved emergency.

AMERICANS WITH DISABILITIES STATEMENT

I want all students to participate fully in this class. However, your assistance is needed. If you have a disability or condition that compromises your ability to complete the requirements of this course, you must first register with the Dean of Student Office. The Dean of Student Office will provide documentation to the student who must then provide me with documentation when requesting accommodation.

DIVERSITY STATEMENT

It is my intention to respect all types of students and viewpoints. I expect you to extend the same courtesy to me and your classmates.

ACADEMIC DISHONESTY

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. Since dishonesty harms the individual, other

students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. 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.”*

Tentative Topics, Dates, Readings

T – Jan 5	Introduction to Course/Getting to Know Each Other
R – Jan 7	Media Planning Overview MRI (Target Audience Identification)
T – Jan 12	MRI (Media Quintile) Individual Presentation Sign-Up Media Characteristics: Television & Key Media Terms
R – Jan 14	Job Hunting & Rotation in Advertising Industry
T – Jan 19	Impressions, Rtg, GRP, Reach, Frequency (Exercise 1 and 2)
R – Jan 21	Exam Review Day
T – Jan 26	Exam I
R – Jan 28	Radio Advertising CPP, CPM (Exercises 3 and 4)
T – Feb 2	Technology and the Consistently Changing Media Landscape
R – Feb 4	Digital Advertising: Display
T – Feb 9	Newspaper Advertising (SRDS Exercise) Magazine Advertising Outdoor Advertising

R – Feb 11	Digital Media Sales
T – Feb 16	Exam Review Day
R – Feb 18	Exam II
T – Feb 23	BDI & CDI Media Plan Tutorial
R – Feb 25	Ad\$pende
T – Mar 1	No Class – Spring Break
R – Mar 3	No Class – Spring Break
T – Mar 8	Media Plan Outline I
R – Mar 10	Internet Marketing Research
T- Mar 15	Media Plan Outline II
R- Mar 17	Exam Review Day
R- Mar 22	EXAM III
Mar 23- Apr 17	Working on media plan
M-Apr 18	Media Plan Due at 5 p.m.
T-Apr 19	Group Presentations

*The schedule indicates **approximate** dates/readings. **Students are responsible for schedule changes announced in class and/or extra readings that may be assigned and I reserve the right to change things as the course develops.**