

**Media Planning (ADV 4300 Section 0649)**  
**Summer A, 2016**  
**Time: M-F, Period 7<sup>th</sup> (5:00 pm – 6:15 pm)**  
**Location: NSC 0227**

**Ms. Jing (Taylor) Wen**

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**Office hours:** Monday, 2 - 5 pm/ Other times by appointment.

**Course Description**

Welcome to ADV 4300 Media Planning! This is a skill-based course designed to teach students the concepts and practices fundamental to place advertising messages in traditional and online media. Students will learn the advantages and disadvantages of placing ads in television, radio, newspapers, magazines, internet, outdoor, and mobile 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.

**Prerequisites**

ADV 3000, ADV 3001 and ADV 3500 are required to take this class. If you have not satisfactorily completed all prerequisites, you will be administratively dropped from this course.

**Required Textbook**

Media Flight Plan VII (Used book not allowed, new book with a new access code only). You need this book for all the homework assignments, as well as the final project.

**Required Equipment**

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

**Student Objectives**

After a successful completion of this course, students should be able to:

- Identify the role and importance of media planning in advertising.
- Understand media jargons and terminologies used in the media-planning field.
- Calculate media cost efficiency metrics, including ratings, GRPs, CPM, CPP, and share of voice.
- Read and calculate advertising rates from media advertising rate cards.
- Set media reach and frequency objectives.
- Employ different media databases to identify the target consumers.

- Evaluate a company's current media plan.
- Create a comprehensive and detailed media plan for a client case.

### **Online Site for Course Information**

**The Canvas Course Website** (<http://lss.at.ufl.edu>): This course website provides course materials, assignments and announcement. You can access the Canvas course website at any time with you UF ID and password. Please note that you are responsible for checking the Canvas course website to obtain lecture notes.

**Lecture Notes:** Lecture notes will be made available on the **Canvas website** as PPT file formats **before each class**. Slides will be provided as **student version** where you will be asked to **fill in the blanks** for important concepts (This is a great way for learning and taking notes!). Students relying entirely on the online notes should understand that the notes are merely an overview of class discussion. Therefore, students are cautioned to use the notes only as a supplement to regular attendance, class participation, and note taking.

### **Workload**

Weekly reading work, individual assignments and group project work. Students should expect to spend about 9 hours in learning efforts per week (inside and outside of class) to satisfactorily complete this course.

### **Graded Assignment**

<b>Percentage</b>	<b>Assignment</b>
25%	Assignments
25%	Exam
45%	Media plan (10% part 1, 15% part 2, 10% group presentation, 10% peer evaluations)
5%	Class Participation (Attendance, in-class ex, etc.)
100%	Total

### **Assignments (25%)**

Homework assignments will be assigned in different weeks over the semester. All of them are the exercises in your Media Flight Plan textbook. They are great resources to help you understand the class materials and lectures better.

### **Exams (25%)**

The exam will be held in class during a regularly scheduled class period. The exam is designed to test the student's knowledge of the main topics covered in the text chapters, class discussions, in-class exercises, and experience from team projects. The general format is a combination of **multiple choice, short answer, and essay questions (calculations and interpretations)**. The date of the exam is listed in the course schedule in the last page of the syllabus.

### **Final Project (45%)**

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. The score for the final project will be a combination of the project and peer evaluations.

### **Class Participation (5%)**

Class discussion depends on each student having read the material ahead of class. Therefore, you are expected to have read the material for each class.

### **Extra Credit(s)**

At various times throughout the semester, students may have some opportunities to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangement.

### **Grading**

Your grade is based on the number of the points that you earn out of 100.

<b>A = 100 – 93</b>	<b>C = 76 – 73</b>
<b>A- = 92 – 90</b>	<b>C- = 72 – 70</b>
<b>B+ = 89 – 87</b>	<b>D+ = 69 – 67</b>
<b>B = 86 – 83</b>	<b>D = 66 – 63</b>
<b>B- = 82 – 80</b>	<b>D- = 62 – 60</b>
<b>C+ = 79 – 77</b>	<b>E = 59 and below</b>

### **Attendance, Make-up Exams, and Late Work**

There is a high correlation between regular class attendance and the best grade. Students are urged to attend each week's two lectures.

### **Excused Absences**

In order to receive an excused absence, the student must let the instructor know he/she will miss class BEFORE the class meets except in certain emergency situations. You may email the instructor. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes. Documentation must be checked before an excused absence is accepted.

Excused absences include:

--Religious holidays (only the holiday). Your memo must be turned in before the holiday.

--Documented, necessary medical (a doctor's note or prescription) excuse or official documented legal excuse. The Student Health Center will provide you a specific kind of note that indicates they think you should miss class or will need to miss additional days. If your note will reflect that missing class was not medically necessary, you will likely not allow to make-up any work missed.

--Death in the family. I'm sorry if this really happens. And you must provide a funeral program and the phone number of the funeral home for me to verify.

--Car accidents. Documentation is also needed. There should be a report filed with the police department that you can turn in.

--Course-related activities for other university classes—if dated letter of request is made by the professor of the class on official letterhead. Must be received before the absence.

--University competitive events (that means athletes and not fans). You will need a letter form your coach or the athletic department. These must be arranged before the absence.

### **Make-up Exams and Assignments**

If a student cannot complete an assignment or take an exam at the scheduled time, arrangements must be made in advance with the instructor. Failure to do so will result in **zero on assignments**, or the reduction of one grade level from the earned score on exams. Exemptions and make-up exams may be made for excused absences.

### **Classroom Demeanor**

- Please silence and store your cell phone.
- Please come to class on time. If you come late for several times, your grade will be negatively influenced.
- No food is allowed in class. We will be taking a break during class, so you can eat a snack then.
- You may bring drinks into class, but please have a lid on the container. Dispose of the container in a trash container outside of the classroom and avoid any spills.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.
- Not letting technology distract you and others from focusing on class. If you are using a laptop in class, you are expected to be on task.

### **Academic honesty**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates

academic misconduct to appropriate personnel. If you have any question or concerns, please consult with the instructor in this class.

## **Resources**

If you need individual assistance beyond the help you receive in class, please meet with me during office hour or utilize university resources:

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>
- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Disability Resource Center** (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>
- **Communication Coaching Center** (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. <http://www.ufjca.org/communications-coaching-center.html>
- **Computers** – Call 352-392-HELP (4357) or email [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- **Knight Division for Scholarships, Career Services and Multicultural Affairs** (1080 Weimer) -- Provides information on scholarships and internships and sets up the College Interviewing Day each semester. <http://www.jou.ufl.edu/knight/>
- **Career Resource Center** – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu/>
- **SNAP** – Offering pick-up and drop-off services for after-dark safety. Call 352-392-7627 or check online <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/> You can get the SNAP App for free by using either the Android Market or Apple App Store and searching for SNAP UF.

## **Course evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### Tentative Topics, Dates and Assignments\*

Week	Date	Topic	Readings, Assignment / Exams Dues
1	5/9 M	<b>Introduction &amp; Syllabus Review</b>	
	5/10 T	<b>Media Planning Overview</b>	
	5/11 W	<b>MRI 1 (Target Audience Identification)</b>	
	5/12 R	<b>MRI 2 (Target Audience Identification)</b>	
	5/13 F	<b>Geography: CDI &amp; BDI Analysis</b> <b>Case Study: Cinnamon Toast Crunch</b>	MRI Consumer Profile Due Read MFP Chapter 1
2	5/16 M	<b>Media Characteristics:</b> <b>Key Media Terms 1 – Impressions, Ratings</b>	Exercise 8 (BDI & CDI) Due
	5/17 T	<b>Media Characteristics:</b> <b>Key Media Terms 2 – GPR, Reach, Frequency</b>	Exercise 1 (Impressions & Rtgs) Due
	5/18 W	<b>CPP &amp; CPM</b> <b>Ad\$pender</b>	Exercise 2 (GRPs, Reach, Frequency) Due Assign Group (Identify Target Client)
	5/19 R	<b>Media Mix &amp; SOV</b> <b>Media Plan Outline I</b>	Exercise 5 (CPM, CPP) Due
	5/20 F	<b>Exam Review</b>	Exercise 10 (Media Mix & SOV) Due Email MRI & Ad\$pender Data for Group Project
3	5/23 M	<b>Exam Day</b>	
	5/24 T	<b>Cross-Platform Advertising</b> <b>Media Flight Plan Tutorial</b>	
	5/25 W	<b>Case Study: Media Flight Plan</b>	Exercise 4 (Tutorial) Due <b>(Email Output)</b>

	5/26 R	<b>Media Plan Outline II</b>	Read MFP Chapter 4 & 5
	5/27 F	<b>Traditional Media Planning</b>	One-Month Media Plan Output Due
4	5/30 M	<b>No Class – Holiday</b>	Read MFP Chapter 2 & 3
	5/31 T	<b>Digital Media Planning</b>	Media Plan Part 1 Due
	6/1 W	<b>Proposed Media Plan Tryout (In-Class Group Exercise)</b>	
	6/2 R – 6/3 F	<b>Individual Group Meetings (Feedback on Media Plan Part 1 &amp; Suggestions on Part 2)</b>	
5	6/6 M – 6/14 T	<b>Work on Media Plan</b>	Read MFP Chapter 6-8
6	6/15 W	<b>Individual Group Meetings (Finalize Media Plan)</b>	
	6/16 R	<b>Media Plan Presentation 1</b>	
	6/17 F	<b>Media Plan Presentation 2</b>	Final Media Plan Due

\*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.