

ADV4300 | Media Planning | Spring 2017

Section: 8504 | Tuesday, 07 Period; Thursday, 07-08 Periods | MAEB 0229

Instructor: W. John Starr, Ph.D. | wjstarr@ufl.edu | 352-339-3276

Office hours: By appointment

TEXTBOOK:

1. Required text: Martin, Dennis G. & Coons, Roberts D. (2015) Media Flight Plan 7 – A Strategic Approach to Media Planning Theory and Practice (7th Edition) Deer Creek Publishing, Provo, Utah. ISBN: 978-0-6159882-8-3.
Your copy must be a new text to allow access to internet resources.
2. Calculator

Course Objectives:

During this course, the student will:

1. Learn how to find the optimal solutions to two broad media problems: which media to select to deliver messages, and how to best use the media selected.
2. Gain a clearer understanding of what media is, and how it assimilates into the overall marketing process.
3. Develop optimal Media Objectives
4. Identify the strengths and weaknesses of the major traditional and non-traditional media.
5. Become familiar with the media terms used in planning, and how to calculate media measurement terms in order to better evaluate media choices.
6. Create an effective media plan
7. Learn how to make media buys
8. Be familiar with four ways to evaluate their media plan

Course Requirements: The course will consist of two examinations; three in-class text and lecture spot quizzes, several class assignments, and a final group project. You will be responsible for the information presented in class handouts, videos, class lectures, and from guest lecturers.

Exams: You will take two scheduled exams covering the assigned reading and class lectures. Each examination will pose 40 questions or statements (T/F, and multiple-choice) worth two (1.5) points per question, for a total of 60 points.

Spot Quizzes: Six spot quizzes will be schedule throughout the semester during the first 15 minutes of class. Each will ask five questions, statements (T/F and multiple-choice), and problems worth two (2) points per question for a total of 10 points.

Homework/exercises: You will receive credit for on-time class assignments. Throughout the semester, you will be required to do homework and make presentations. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, you will not receive points for the task.

Counseling Services: The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."