



ADV 4300: Media Planning, section 1A30

Course Syllabus: Fall 2017

INSTRUCTOR: Jordan Alpert, Ph.D.
jordan.alpert@ufl.edu
352-392-0453
Office: Weimer 2093
Office Hours: Monday, Wednesday 9:30 a.m. – 10:30 a.m., or by appointment

CLASSROOM: Weimer 1070
Monday 10:40 a.m. – 12:35 p.m.
Wednesday 10:40 a.m. – 11:30 a.m.

WEBSITE: e-Learning: <http://lss.at.ufl.edu/>
Make sure to check this site regularly: Readings, class announcements, course assignments, lecture notes, grades and other various materials will all be posted here.

COURSE DESCRIPTION AND OBJECTIVES:

This course will introduce students 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:

- Develop a thorough understanding of various media vehicles
- Perform media calculations and be able to convert and interpret mathematical measurements
- Create awareness to new innovations, discussions, controversies and trends occurring in the media world
- Understand the role of media and how it relates to account planning, creative development, marketing and public relations
- Become familiar with tools and software that are commonly used in the media industry
- Enhance communication skills through the presentation of detailed media recommendations and rationales
- Create a sophisticated, integrated media plan inclusive of situation analysis, media objectives, strategies, recommendations, evaluation methods and budgetary implications
- Earn industry certifications in digital marketing and analytics

- Prepare for an entry-level role as a media planner, or other relevant roles in the advertising/media industry

REQUIRED TEXTBOOK

Media Flight Plan, 7th Edition* by Dennis G. Martin & Robert D. Coons, Deer Creek Publishing

***New code needed for online access**

COURSE POLICIES:

ATTENDANCE: Attendance is crucial to the success of this class. In addition to the discussion of concepts and explanation of course materials, graded exercises and activities will periodically occur during class. During times of group presentations, typically, these presentations occur as soon as class starts. As a courtesy to fellow students, please do not be tardy as classes will begin on time.

QUIZ/EXAM POLICY: There will be five in-class quizzes during the semester. The lowest score will be dropped, resulting in a total of four quiz grades. You will have one in-class exam.

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).

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 are able to access all 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 (4)	80	16%
Exercises (5)	75	15%
Case Study (1)	25	5%
Activities (10)	60	12%
Media Insights Presentation (1)	40	8%
Group Media Plan	100	20%
Group Media Plan Presentation	20	4%
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: Five in-class quizzes will be administered throughout the semester. The lowest quiz score will be dropped.
- Exercises: Five “homework” exercises to be completed individually from Media Flight Plan. All exercises should be uploaded to the e-learning site by the specified due date.
- Case Study: One case study to complete in groups of two.
- Activities: Ten in and out-of-class activities that demonstrate students’ participation and understanding of course materials.
- Media Insights Presentation: Groups will find an article on an assigned subject area and present a 10-15 minute overview and summary of the article. The presentation will link the article to course content and initiate a discussion with the class. Students are required to upload a one-page article summary to the e-learning site that includes at least 2 discussion questions the night before the presentation date (*Resources: Mediapost, Adweek, AdAge, eMarketer, Clickz, Forrester, Search Engine Land, Pew, ComScore and Nielsen whitepapers*).
- Group Media Plan: Students will be assigned a client to develop a comprehensive media plan and recommendations. A “deck” will be uploaded to the e-learning site by the assigned date and will include all aspects that are to be presented to a client. All groups will present the plan to the class, with the intention to “win” the account.

- Extra Credit: Throughout the semester, extra credit may be offered. Extra credit opportunities may include participating in a research study (CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>)), attending a talk/presentation, or an additional assignment/project.

GRADING SCALE:

LETTER GRADE	PERCENTAGE	POINTS
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:

Week	Date	Topic	Assignment / Reading
1	8/21	Course Overview / Review Syllabus	
	8/23	Media Landscape	Get familiar with MFP, read <i>How to load and save files in MFP</i>
2	8/28	Communication Objectives and Strategies, MFP Overview	
	8/30	Syndicated Research, Audience Measurement	Read <i>Brands need to ensure their designs are age-agnostic</i>
3	9/4	No Class (Labor Day)	
	9/6	Competitive Analysis, Demographic and Psychographic data	Exercise #1 due 9/11
4	9/11	Marketing Goals and SWOT Analysis	Exercise #2 due 9/18

	9/13	Media Planning Terminology, Reach, Frequency and GRPs; Quiz #1	SWOT Presentations; Audience Measurement Insights Presentation (1)
5	9/18	Reach, Frequency, GRPs continued; Media Objectives	Exercise #3 due 9/25
	9/20	Television	
6	9/25	TV Continued, Quiz #2	Exercise #4 due 9/27; TV Insights Presentations (2)
	9/27	Radio, Print, Out of Home	
7	10/2	Radio, Print, Out of Home Continued	Radio Insights Presentation (1); Print Insights Presentation (1)
	10/4	Exam Review; Sonic Case Study Overview, MFP 16	
8	10/9	Exam	
	10/11	Case Study Preparation	Read <i>Follow the Money...</i>
9	10/16	Digital	Exercise #5 due 10/23
	10/18	Digital Cont'd.	Digital Insights Presentation (1); Read <i>65% of People Skip Video Ads</i>
10	10/23	Mobile; Quiz #3; Final Group Project Overview	Digital Insights Presentation (1)
	10/25	Social Media	
11	10/30	Social Media cont'd; Quiz #4	Digital Insights Presentation (1); Read <i>Influencing Marketing on Facebook...</i>
	11/1	Social Media Group Presentations	Twitter Flight School; Hootsuite; Google Analytics Academy
12	11/6	Search Engine Marketing	Social Media Insights Presentation (1)
	11/8	Search Engine Optimization; Quiz #5	SEM Insights Presentations (1)
13	11/13	Integrated Media Plans	
	11/15	Group Preparation Time / Meet with client	
14	11/20	No Class: Thanksgiving	

	11/22	No Class: Thanksgiving	
15	11/27	Group Preparation Time	
	11/29	Group Presentations	Final Media Decks Due
16	12/4	Group Presentations	
	12/6	Group Presentations	

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:

August 25: Last day to add/drop classes without penalty
 October 6 - 7: Homecoming
 November 10 - 11: Veterans Day
 November 22: Thanksgiving (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 <http://www.dso.ufl.edu/students.php>.

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>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

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 feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 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>.