

ADVERTISING MEDIA PLANNING

ADV 4300 Fall 2017

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Office hours: Tuesday and Thursday after class or by appointment
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Course Description:

This course is designed to introduce students to skills and concepts of media planning. Students will learn the advantages and disadvantages of placing ads on various media platforms such as television, radio, newspapers, magazines, Internet, social media, and etc.. Students will also have chances to read and assess secondary data offered by major media research firms.

Recommended Textbook:

Martine, Dennis, & Robert Coons (2011) Media Flight Plan VII (Deer Creek).

Learning Outcomes:

To describe what is media planning
To identify jargons and concepts in media planning
To learn and use metrics to estimate advertising rates
To develop a media plan for a brand
To appraise media plans

Resources and course-related materials are available on Canvas.

Grading:

Exam 1 (25 points)	25%
Exam 2 (20 points)	20%
Exam 3 (25 points)	25%
Final group project (25 points)	25%
Attendance and participation	5%

*Exams may have three types of questions: multiple-choices, fill-in-the-blank, and short essays.

Your final project will be evaluated based on the following criteria:

1. Practical value (potential to apply in the industry)
2. Evaluation of current media planning strategies
3. Analysis of the market environment
4. Writing and presentation

You will work in groups to create a media plan by using knowledge and skills you have acquired from the class. I will send you specific rubrics later in the semester.

A: 93-100	C: 74-76
A-: 90-92	C-: 71-73
B+: 87-89	D+: 68-70
B: 84-86	D: 63-67
B-: 80-83	D-: 60-63
C+: 77-79	F: 59 or below

Attendance: Attendance will be taken. If medical/family emergencies arise preventing you from attending the class, please notify me beforehand.

Make-ups: No make-up exams will be given. UNLESS you have a documented medical emergency or other exceptional circumstances.

Extra credit opportunities: There will be several extra credit opportunities for the entire class (e.g. survey or experiment participation).

Late work: If you have medical or family emergency that prevent you from submitting your project on time, please inform me ahead of time. Five points will be deducted from your project if you submit it late.

Class policy: Please refrain from using your cellphone during the class except for class activities. Food is not allowed.

Guests are not allowed.

If you are late for the class by more than 30 minutes, you are considered absent from the class; unless you have a reasonable explanation.

Honesty policy:

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.”

For the ADV 4300 course, the violation of academic honest include:

Collaboration on exams.

Using someone’s idea and materials as your own.

Using cellphone to calculate media math in the exam

Accommodations for students with disabilities:

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 you and you must then provide me with documentation when requesting accommodation.

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.

PATH Office – Houses academic advising staff, Study Abroad, and the Knight Division for Scholarships, Career Services and Multicultural Affairs. (1060 Weimer)

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/>

Course and instructor evaluations - UF reminds you that you are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. The lab instructors and I will appreciate your feedback at the end of the semester. We will provide time in lab to complete the evaluations.

Tentative Topics and Critical Dates

	Content	Critical dates
Week 1 (Introduction)	Course introduction. Media planning fundamental.	
Week 2 (8/29 and 8/31)	TV ratings 101	
Week 3 (9/5 and 9/7)	Local ratings 101. Review of TV ratings 101	First day in the classroom (9/5)
Week 4 (9/12 and 9/14)	TV Media Planning (pt.1): Impression, GRP, Reach, Frequency, etc.. Guest speaker on 9/14	
Week 5 (9/19 and 9/21)	TV Media planning (pt.2): Share, DMAs, and audience measurements.	

Week 6 (9/26 and 9/28)	Exam review and exam 1	Exam 1 (9/28)
Week 7 (10/3 and 10/5)	Radio and print advertising; CPP and CPM	
Week 8 (10/10 and 10/12)	Outdoor advertising; BDI & CDI	
Week 9 (10/17 and 10/19)	Print media planning	
Week 10 (10/24 and 10/26)	Digital analytic tools and fundamental of big data	
Week 11 (10/31 and 11/2)	Exam review and exam 2	Exam 2 (11/2)
Week 12 (11/7 and 11/9)	Web and social media analytics	
Week 13 (11/14 and 11/16)	Search engine and mobile app analytics; exam 2 review	
Week 14 (11/21)	Segmentation, targeting, and positioning	Thanksgiving week
Week 15 (11/28 and 11/30)	Final presentations.	
Week 16 (12/5)	Exam reviews and group presentation.	
Week 17 (12/12)	Exam 3	Final project write-up due before the start of the exam

Note: Contents on the syllabus may subject to change