

ADV 4300: Media Planning, section 138B
Course Syllabus: Spring 2018

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CLASSROOM: Weimer 1076
Monday 11:45 a.m. – 1:40 p.m.
Wednesday 11:45 a.m. – 12:35 p.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 you 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 to:

- Develop a thorough understanding of various media vehicles
- Perform media math calculations
- Become aware of new innovations and trends occurring in media
- Understand how media relates to account planning, creative development, marketing and public relations
- Become proficient with tools and software commonly used in the media industry
- Enhance communication skills by presenting media recommendations
- Create a sophisticated, integrated media plan inclusive of situation analysis, strategies, evaluation methods and budgetary implications
- Prepare for an entry-level role as a media planner, or other relevant roles in the advertising/media industry

REQUIRED TEXTBOOK

Media Planning Essentials w/ Commspoint PointLogic Media Planning Tool, Beth Egan, Stukent Publishing, ISBN: 9780998713861

Licenses for the eBook can be purchased through the bookstore or

<https://home.stukent.com/join/659-6D4>.

COURSE POLICIES:

ATTENDANCE: Attendance and punctuality 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.

QUIZ/EXAM POLICY: There will be four online quizzes during the semester and 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).

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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 of 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
<i>Exam (1)</i>	100	20%
<i>Quizzes (4)</i>	84	17%
<i>Exercises (6)</i>	84	17%
<i>In-Class Activities (12)</i>	72	14%
<i>Social Media Audit</i>	20	4%
<i>Media Insights Presentation</i>	20	4%
<i>Group Media Plan</i>	100	20%
<i>SWOT</i>	10	
<i>SOV</i>	10	
<i>Audience Profiles</i>	10	
<i>Group Media Plan Presentation</i>	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: Four online quizzes will be administered throughout the semester. Quiz start and end times will be specified.
- Exercises: Six “homework” exercises to be completed individually and uploaded to Canvas by the specified due date.
- In-Class Activities: Twelve in-class activities that demonstrate students’ understanding of course materials and participation during class.
- Social Media Audit: An analysis of a brand’s social media activity to be completed in groups.
- Media Insights Presentation: Groups will find a recent and interesting article related to media and present a 10 minute overview and summary. The presentation should spark a discussion in the class. Students are required to post a link to the article in the Discussion board area of Canvas prior to their presentation (*Recommended resources: Mediapost, Adweek, AdAge, eMarketer, Clickz, Forrester, Multichannel News, Pew Research Center, ComScore and Nielsen whitepapers*).
- Group Media Plan: Students will be assigned a client to develop a comprehensive media plan and recommendations. A “deck”, final report and flowchart should 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. Throughout the semester, various aspects of the final project will be completed and turned in, at which time students will receive feedback to improve the final report.

GRADING SCALE:

<i>LETTER GRADE</i>	<i>PERCENTAGE</i>	<i>POINTS</i>
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	1/8	Course Overview / Review Syllabus	
	1/10	Media Landscape	
2	1/15	No Class: Martin Luther King Jr. Day	
	1/17	Media Planning Basics	Read chapter 7 Discussion article
3	1/22	Digital Media	Media Insights Presentation Read chapter 9
	1/24	POV: Website selection	Digital Diaries Exercise #1
4	1/29	TV / Print / Radio / Out of Home	Media Insights Presentation

		Quiz #1	Read chapter 8 Radio Diaries
	1/31	Print Rate Cards and Specs	
5	2/5	Target Audiences, Consumer Journey and Campaign Objectives	Read chapter 3, 5 Media Insights Presentation
	2/7	Mobile Case Studies	Exercise #2
6	2/12	Media Briefs and using Commspoint	Read chapter 2, 4 Media Insights Presentation
	2/14	Quiz #2	Exercise #3
7	2/19	SWOT Analysis	Media Insights Presentation Groups for final project
	2/21	Exam review	Media Insights Presentation
8	2/26	Exam	
	2/28	Demographics / Psychographics	Discussion article
9	3/5	No Class: Spring Break	
	3/7	No Class: Spring Break	
10	3/12	Competitive Analysis	Media Insights Presentation Exercise #4
	3/14	Interpreting media for ad sales	
11	3/19	Audience analysis and identifying target audiences, finding insights	Media Insights Presentation
	3/21	Quiz #3	
12	3/26	Justifying media recommendations	Read chapter 12-13 Media Insights Presentation
	3/28	Simmons / Commspoint	Exercise #5

		Social Media Audits Overview	
13	4/2	Media evaluation	Read chapter 15 Media Insights Presentation
	4/4	Quiz #4	Media Insights Presentation Social Media Audits due
14	4/9	Excel flowcharts and functions	Media Insights Presentation
	4/11	Excel cont'd.	
15	4/16	Group Preparation Time	
	4/18	Group Presentations (2)	
16	4/23	Group Presentations (2)	
	4/25	Group Presentations (2)	Final reports due

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:

January 12: Last day to add/drop classes without penalty
 January 15: Martin Luther King Jr. Day
 March 5-9: Spring Break
 April 25: Last day of 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>

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>.