

# **MEDIA PLANNING**

## **ADV 4300 Summer 2018**

Lecturer: Min Xiao  
Office: G2041A Weimer Hall  
Office hours: Tuesday (1:35pm–2:35pm) or by appointment  
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### **Course Description:**

This course is designed to give you the basics of media strategy and analysis. Whether you're destined to be a great Creative Director or you will create the next big media startup, you will gain valuable insights into how to craft an engaging communications plan.

Media planning as a profession is an exciting one as you sit on the cutting edge of social, cultural, and consumer trends. Media is also fun as your clients are well versed in their own media consumption habits and are very engaged in the expertise that you bring to the table. But most of all, media is tremendously challenging as everyone thinks they “know” and it's constantly changing. Media planning is no longer about figuring out how to place the right message at the right time to the right consumer. Media, or Communications Planning, as it is increasingly known, is about creating a dialogue; having a conversation with your consumer.

Believe it or not you never see an ad by accident. This course will take you behind the scenes of how and why to place your message in the various media in order to create the most effective, engaging communications campaigns. We will explore how and why the definition of media is changing, learn how to understand the changes and gain valuable tools to get behind the numbers and understand the why behind the what.

### **Recommended Textbook:**

This course uses Media Planning Essentials, a digital textbook that can be accessed at <http://library.stukent.com>.

### **Learning Outcomes:**

1. Make sense of the evolution of the new digital landscape and its impact on the new consumer purchase decision journey along with an understanding of how communications planning differs from the traditional view of *media* planning.
2. Apply media theory to the quantification of audiences both through the analysis of traditional reach, frequency and Gross Rating Points as well as understand how to create meaningful audience definitions to inform programmatic buying tools (DSPs, SSPs and DMPs).

3. Identify the various media measurement tools and select the appropriate tool to target audience analysis including MRI, Simmons, Comscore and Nielsen Cross Platform measurement.
4. Explain how the various media touchpoints are bought and sold in both the traditional and digital media landscape.
5. Create effective media strategies to efficiently reach the target audience. These strategies are developed by incorporating media theory basics, campaign strategy mandates and applying assessment tools such as CPM, CPC, CPA and/or CPE\*\*.
6. Apply the above to the development of effective integrated paid, owned and earned communications plans that truly enable two-way dialogues between consumers and brands.

**Resources and course-related materials are available on Canvas.**

**Grading:**

Weekly Quizzes on E-learning (5 x 8 points)	40%
Assignments (2 x 12.5 points)	25%
Final Project (30 points)	30%
Attendance and Participation	5%

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

On the last day of class, you will present a fully integrated communications plan recommendation to the class.

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

1. Practical values
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-	63-67
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 extra credit opportunities (e.g., survey or experiment participations).

**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 final project if you miss the submission deadline.

**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](mailto: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

Date	Topics	Reading & Important Dates
Week 1 (5/14 -18)	Course introduction. Fundamental of Media Planning	MPE Chapter 1 and 2
	Communication Planning Processes Consumer Decision Journey	MPE Chapter 3 and 4; ZMOT report by Google; McKinsey report of consumer decision journey
	Media’s Role in Marketing Mix; Understanding Target Audiences	MPE Chapter 4 and 5 (Quiz 1 on 5/18)
Week 2 (5/21-25)	Insights in Media Planning; Measuring Audiences	Executive report of the Golden Circle
	Campaign Objectives; Media Planning Basic Metrics 1	MPE Chapter 7
	Media Planning Basic Metrics 2; Traditional Media Platforms— TV	MPE Chapter 8 (Quiz 2 on 5/25)
Week 3 (5/29 – 6/1)	Traditional Media Platforms— TV, Radio, and OOH; Mid-term exam review	
	Digital Media Overview	MPE Chapter 9
	Digital Media Touchpoints: Online Videos,	Budweiser Case

	Audios, Banners, and Search	Report (Quiz 3 on 6/1; Assignment 1 due by 6/1)
Week 4 (6/4-8)	Media Touchpoints: Social and Mobile	MPE Chapter 10
	Campaign Strategies; The Role of Communications	MPE Chapter 11; Practice Media Planning with Commspoint (media planning simulation software) (Quiz 4 on 6/8)
Week 5 (6/11-15)	Channel Selections; Paid, Owned, and Earned Media	MPE Chapter 13 and 14
	Writing and Presenting Media Plans; Individual Team Meetings	MPE Chapter 15 and 16 (Quiz 5 on 6/15)
Week 6 (6/18-22)	Final Presentations. Final Projects in Class Activities. Final Projects Individual Meetings	Assignment 2 and Final Paper due by 6/22

Note: Contents on the syllabus may subject to change