

**ADV 4300: Media Planning (Section 10143)
Spring 2019**

INSTRUCTOR: Susanna Lee

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Office: Weimer GO38

Office Hours: Thursday 1:00 pm – 3:00 pm or by appointment.

CLASSROOM: Weimer 1070

WEBSITE: e-Learning: <http://lss.at.ufl.edu/>

Make sure to check this site regularly for course readings, class announcements, course assignments, lecture notes, grades, and other various materials.

COURSE DESCRIPTION AND OBJECTIVES:

This course will introduce you to the basic principles of media planning. You will learn fundamental concepts related to media planning, planning tools, problem solving strategies, measurement techniques, and theories on developing a more (cost) efficient media plan. You will also learn how to conduct and interpret syndicated research to measure the effectiveness of communication and the efficiency of media plans. As a result of this course, you will be able to design effective and integrated media plans. More specifically, the main objectives of this class are to:

- Develop a comprehensive understanding of various media vehicles
- Have bettering on media terminology
- Perform calculations to effectively evaluate media
- Become aware of new innovations and trends occurring in media
- Plan effects campaigns that can reach diverse audiences with various media habits
- Understand how media relates to account planning, creative development, and marketing
- Become proficient with tools and software that are commonly used in the media industry
- Improve communication skills by presenting media recommendations
- Create an integrated media plan including situation analysis, strategies, evaluation methods, and budgetary implications
- Prepare you as an entry-level media planner
- And learn to feel comfortable with numerical data

REQUIRED TEXTBOOK

Martin, Dennis G. & Coons, Robert D. Media Flight Plan (8th ed) Provo, UT: Deer Creek. ISBN: 9780963251503 (Used book not allowed, new book with a new access code only)

REQUIRED EQUIPMENT

SCIENTIFIC CALCULATOR: It must multiply, divide, add, subtract. (You are NOT allowed to use your cellphone to calculate media math for quizzes and exams)

COURSE POLICIES:

ATTENDANCE: Attendance is crucial in this course. Spot quizzes will periodically occur during class and much can be missed if you are absent. They cannot be made up for any reason. Your attendance will have a direct impact on your understanding of the course materials.

PUNCTUALITY: Arriving to class on time is important to hear announcements made at the beginning of class and to not interrupt student presentations that occur as soon as class begins.

MAKE-UP POLICY: It is your responsibility to notify me of any personal emergency that might affect your performance in the course. In the case of an emergency that causes you to miss class over an extended period of time, please notify me as soon as possible via e-mail. You will be held responsible for missed class notes, handouts, and any announcements made in your absence.

No make-up opportunities will be offered unless a valid excuse is presented and approved in advance. Valid reasons for absences include:

- Illness
- Serious family emergency
- Special curricular requirements such as judging trips or field trips
- Court-imposed legal obligations such as subpoenas or jury duty
- Military obligations
- Serious weather conditions
- Religious Observances
- Participation in varsity athletic competitions or university musical event

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 AND LATE POLICY: All assignments are due on the dates specified in class. **No late work will be accepted.** 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 your 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.

QUIZZES: Quizzes are based on lectures, readings, and tutorials (unless otherwise noted). Please do not email me and ask to make up a quiz unless there is a medical/ family emergency, or technical issue.

COURSE TECHNOLOGY: It will be necessary for you to have access to a computer and the Internet outside of class for various assignments. Computers from the UF Library or lab in Weimer 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 you should not have the expectation that I will reply to questions about assignments the night before they are due. It is recommended that you should make an appointment in advance to discuss questions during office hours.

GRADING POLICIES:

Grading rubrics will be discussed before all assignments so that you have a clear understanding of how they will be graded. You are welcome to meet with me during office hours to discuss questions or concerns regarding grading policies or their specific grades.

ASSESSMENT OF OUTCOMES:

Your final grade will be determined based on your performance on the following:

Student Information Card	5%
Four (4) Exercises	12%
Spot Quizzes (2)	8%
Media Planning Project	35%
Part I	10%
Part II	10%
Final Plan & Presentation	10% (5% each)
Peer Evaluation	5%
Midterm Exam	20%
Final Exam	20%
Total	100%

- Spot Quizzes: Two spot quizzes will be scheduled throughout the semester during the first 15 minutes of class. Each will ask ten questions, statements (T/F and multiple-choice).
- Exercises: A total of four exercises/ assignments will be scheduled throughout the semester.
- Media Planning Project: Students will be assigned a client to develop a comprehensive media plan and recommendations. A Powerpoint “deck” and flowchart will be uploaded to Canvas by the assigned date. Your peer evaluation grade (5%) will be decided based on your group members’ evaluations of your contribution to the group

projects.

GRADING SCALE:

<i>LETTER GRADE</i>	<i>PERCENTAGE</i>
A	93 – 100%
A-	90 - 92%
B+	87 – 89%
B	83 – 86%
B-	80 – 82%
C+	77-79%
C	73-76%
C-	70-72%
D	60-69%
E	Below 60%

Grades will not be rounded up. Students must earn the minimum whole number associated with each letter grade to qualify for that grade. A minimum grade of "C" is required to advance in the Advertising major.

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 an 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. A 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>.

COURSE SCHEDULE:

Week	Date	Topic	Assignment
1	1/8	Course Overview / Review Syllabus	
2	1/10	Introduction to Media Planning Overview of the Media System	
	1/15	Media Planning Basics	Student Information Card Due (before class starts)
3	1/17	Marketing Framework >>CPM, CPP	
	1/22	Marketing Framework	Team Building
4	1/24	Audience Measurement >> Reach, Frequency, HUT	
	1/29	Audience Measurement II >> Simmons, MRI	
5	1/31	Audience Measurement II	
	2/5	Measurement and Calculation III >> Index Analysis	
6	2/7	Measurement and Calculation III	
	2/12	Exam Review	
7	2/14	Exam	
	2/19	Advanced Measurement and Calculation >> BDI & CDI, GRPs, GIs	
8	2/21	Advanced Measurement and Calculation	
	2/26	Marketing Strategy >> Competition analysis	
9	2/28	Marketing Strategy >> Where and When	

	3/12	Principles of Media Strategy	1st Media Plan Due
10	3/14	Media Planning - Theoretical Understanding I >> Consumer Factors, Product related Factors	
	3/19	Media Planning - Theoretical Understanding II >> Advertising environmental factors	
11	3/21	Final Media Planning Strategy	
	3/26	Group Meetings	
12	3/28	No Class – Conference	Group can meet up
	4/2	Evaluating and Selecting Media	
13	4/4	Budgeting Method	
	4/9	Media Buying Strategy	2nd Media Plan due
14	4/11	Final Exam Review	
	4/16	FINAL EXAM	
15	4/18	Media Plan Presentation 1	
	4/23	Media Plan Presentation 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 11: Last day to add/drop classes without penalty

March 4-8: Spring break
