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ADV4300: Media Planning (Online Version)

Summer 2019

3 CREDIT HOURS

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## INSTRUCTOR

**Kevin VanValkenburgh**

**Email:** [kvanvalkenburgh@jou.ufl.edu](mailto:kvanvalkenburgh@jou.ufl.edu)

**Phone number:** (404)-451-2802

### Contact

I am always easiest to reach via email. I can also be reached and will be active in the class discussion board weekly.

### Office Hours

I will be glad to schedule an appointment with you if you wish. These appointments should be requested with at least 48 hours notice so I can arrange availability.

### Instructor Bio

I am a 20+ year executive level advertising and marketing professional and currently The Chief Connections Office for The Tombras Group, a highly awarded and one of the fastest growing independent ad agencies in the country. Since coming to Tombras over 3 and a half years ago we have tripled in size and the media department has gone from 10 to over 70 people. I created this department and our entrepreneurial spirit where we are focused on testing and learning what is next with our clients from Artificial Intelligence to Advanced TV. We are regularly featured in all top advertising publications and I am a regular speaker at multiple conferences across the country like Digiday, VMA and more.

I graduated from Full Sail University as Salutatorian with a Masters Degree in Internet Marketing with a 3.94 GPA and the Advanced Achievement Award, the highest award given by the school.

I have extensive experience in branding, strategy, content development, social media, connections planning, audience development, lead gen, micro segmentation, analytics, PR, CRM, AI and most other current marketing buzzwords of the day.

I have a keen understanding of the role of both traditional and digital in customer acquisition, retention and path to purchase with the ability to make it accountable and profitable to specific measurable KPI's.

I create marketing strategies and campaigns that drive measurable results for brands you know. My campaigns have been featured in national marketing trade publications like AdWeek, AdAge, Digiday and more. I have also been featured in articles in these pubs about digital marketing, Programmatic, Amazon, AI and more.

### COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange "Log in to e-Learning" button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on "All Courses" on this

menu. After clicking “All Courses”, you have the option to put the course on your dashboard by clicking on the star to the left of the course’s name.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

## Zoom

Provide instructions on how Zoom will be used for this course. You can use Zoom for recording lectures or live lectures, and you can hold office hours over Zoom.

## THIS COURSE

### Course Layout

Each week, you will be assigned lectures to watch, readings, assignments and occasional quizzes. These tasks can be found on each weekly module. This course is designed to give you an overview of the skills used by cross functional media planners. We will address everything from traditional to digital and show how working in media can also be creative.

### Description

The media landscape is undergoing its largest transition in its history. What you learn today can be obsolete almost as fast. In this class we will look the channels in the traditional and digital space, the math used in planning, the tools from research to flow charts, programmatic, data and more. ‘

Each week we will have a discussion group that talk about the topic of the week from a different slant. You will be tasked to do outside research, develop point of views and even learn to write a POV.

Your final will be to develop a full blown media plan for Orangetheory Fitness for 2020. You will be given a media brief and develop and present your plan live via zoom.

### Objectives

By the end of this course, students will be able to understand:

- The basics of the channels of digital and traditional marketing
- The basics of media math in both digital and traditional
- The basics of marketing and how it applies to planning
- Reading and using marketing research
- How to write a POV
- The basics of presentation
- The basics of creating a media plan
- Critical thinking and idea generation towards a common business goal

### Course Deliverables

You will have a variety of assignments in many different forms from video to written, PowerPoint to discussion and even a live presentation for your final project.

## COURSE EXPECTATIONS

There is a lot to learn in this short 13 week class. Though there is no textbook officially, it is suggested that you continually read advertising and digital trade publications like Adage, Digiday, SEOMoz and more. This

reading will help you comprehend how these rules you are learning here are being utilized and broken for clients in the real world.

It will be important that you fully engage with recorded class lectures as they will be loaded with the information you will need to complete the weekly work. You will also be able to download the decks for future reference and use as if these were a textbook.

There will be no late work accepted for full credit. Grading deductions for late submissions will follow University policy.

Your participation in weekly discussion is required and there are two separate parts required for the weekly post. These are designed to give you the chance to professionally communicate your thoughts and work on your persuasion. If you are asked a question by me in the thread you will need to respond to it to gain full marks. Your initial post on the weekly topic will be due at 11:59pm on Wednesday and your minimum of two additional posts in response to others as well as question answers from your instructor or others is due by Sunday at 11:59pm

## Attendance

This is a 13-week course with weekly modules and a final project that you will start to work on in week 10. There is a defined set of objectives for each module. Though our topics will be different every week, there will be times when class themes build and it is important that you stay current with the work to understand and be able to build these themes together for the final project.

Though we do not have a weekly live meeting time in this class structure, I will be asking questions in discussion and answering any questions you have throughout the week. The best way to get those to me is in email. I will be looking at the discussions and adding questions randomly based on the content. Make sure you are going back in before Sunday night to make sure you do not have unanswered questions.

## Interactions

Your best way to interact is initially through email. I can make myself available for limited live conversations or screen shares if necessary.

## Accountability

Remember that in the professional world, deadlines and respect matter. This is especially true in the ad agency world. The other important thing I hope you see is that in this class we are playing with fake money. Once you start being a planner in the real world the money is real, mistakes are costly to you and the agency and there are not many do overs. Being detail oriented and on time for your work is paramount. All of your communications need to be respectful of the thoughts of others. This is not limited to just the discussion boards but encompassing of all communication in the class. If you are not on time with your work, there will be deductions.

## Ownership Education

As students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help.

This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

## REQUIRED TEXT

There is no required text book, but weekly modules do have required readings.

## PREREQUISITE KNOWLEDGE & SKILLS

An understanding of the basics of marketing is required. This class will challenge you to get outside of your comfort zone.

## TEACHING PHILOSOPHY

My teaching philosophy is similar to what an art or design instructor would take for this course. There are key things that you need to know and you need to prove that you know them. Then, once you have mastered the key tenants, you can make them your own and I will allow you to showcase your personal style and presentation skills as long as they are still in the lens of professional business communication and conduct.

## COURSE POLICIES

### Attendance Policy

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site regularly including Sundays for discussion.

The attendance policy is consistent with UF's policy, found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

### Late Work & Makeup Policy

In the real world, if you miss a deadline you lose your opportunity. Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%. No work will be accepted past 24 hours after the due date.

**Issues with uploading work for a grade is not an excuse.** If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

**Suggested technical issue policy:** 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. Contact UF helpdesk (352) 392-HELP.

**Emergency and extenuating circumstances policy:** Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>.

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Email your academic advisor and put “dropping a course” in the subject line. Your academic advisor will reply with the necessary procedures.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## Coursework Submissions

In general, all coursework should be submitted through Canvas. For any coursework submitted outside of Canvas. Please notify the instructor if you need to submit your work in a different manner.

## Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays: **The following is an example:**

- Discussion Initial Post 11:59pm Wednesday
- Weekly Assignment(s) 11:59pm Sunday
- Final Presentation Must be Scheduled with Instructor

## UNIVERSITY 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.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to

have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

## Other Resources

Other are available at <http://www.distance.ufl.edu/> getting-help for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/> 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## Course Evaluation

*Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.*

## 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>

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the

### **Honor Code.**

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

**Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.**

Students are expected to adhere to the University of Florida Code of Conduct

<https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

## COURSE & ASSIGNMENT DETAILS

### Weekly Lectures

There will be a weekly recorded lecture that will introduce skills or further research needed for the module assignments. These are critical to your success in the course so make sure you are taking notes as you would in a regular classroom. Though my ability to interact with your live is not there, I will answer your questions via email in a timely manner to help you understand concepts you have concerns with.

Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos/weekly reading according to the schedule will be easier as some topics build off others.

### Assignments

There are a variety of assignments in this course that require the communication skills you will need to be successful in any type of marketing job. You will write, create videos and presentation decks for different assignments throughout the course.

## Discussion Groups

Each module has a discussion group project where you are required to create an initial post on topic, then reply to two others and if asked, reply to a question from the instructor to earn full marks. These topics require you to research and use critical thinking, have a point of view and communicate effectively to make your point.

## COURSE DETAILS BY MODULE:

### **Module 1: What you need to know about Marketing before we can talk about Media**

A look at some of the key terms and way they have changed from the marketing funnel to customer journey that are part of modern media planning

#### **Requirements:**

- Assignment: Ads and what they are designed to do in the marketing funnel
- Discussion: Targeting and Privacy

### **Module 2: Media Research and the Basics of Planning**

We will learn to read syndicated media research and the basic media calculations

#### **Requirements:**

- Assignment: Basic Media Calculations
- Quiz 1
- Discussion: Is the Marketing funnel really Dead?

### **Module 3: The Basics of data and measurement in digital media**

Digital marketing is all about the data. We will learn the different data types, uses and how data creates targeting and measurement in the space

#### **Requirements:**

- Assignment: Research a vendor who provides Connected/OTT inventory
- Quiz 2
- Discussion: The importance of content in the digital ecosystem

### **Module 4: The basics of TV and Radio**

Learn the basics of how TV and radio are planned, negotiated and executed.

#### **Requirements:**

- Assignment: TV and Radio math
- Discussion: Changing the way TV is planned and purchased

### **Module 5: The basics of OOH and Print**

Learn the basics of how OOH and Print are planned, negotiated and executed.

#### **Requirements:**

- Assignment: Creative Uses of Print

- Discussion: The death of print

## **Module 6: The Digital Channels**

An overview of all the major digital channels

### **Requirements:**

- Assignment: Forming a digital channel strategy
- Discussion: What is your favorite digital channel and why?

## **Module 7: SEO and SEM**

An overview and deeper dive into the art of optimization and paid search.

### **Requirements:**

- Assignment: Looking at Websites Like Google
- Quiz 3
- Discussion: SEO and SEM as one practice

## **Module 8: Other forms of media or how to be creative in a numbers game.**

People say media people are not creative. In the modern world you have to be. This week we will explore creative ways to make media work harder in non-traditional channels.

### **Requirements:**

- Assignment: Integrations and Stunts
- Discussion: Integrations, Sponsorships and Experiential

## **Module 9: About Ad Agencies**

How do ad agencies make money, get new business and survive in an every changing marketing world

### **Requirements:**

- Assignment: Video presentation of ad agency research
- Discussion: What is your favorite digital channel and why?

## **Module 10: The planning process**

This week we look at how a plan gets put together as we get closer to your final presentation. From initial brief to flow charts to buying, we hit all the steps in getting a plan done.

### **Requirements:**

- Assignment: Goals, Objectives, SWOT and Competitive
- Discussion: The future of Media Planning

## **Module 11: Presentation Basics for Media Planners**

Presenting a plan is equally as important as what and how you plan. This week we take a look at deck building, ordering your content and how to best present it to get the client to say yes.

### **Requirements:**

- Assignment: PowerPoint Presentation

- Discussion: Creating the best deck for a presentation

### **Module 12: The 4 Point POV**

One of the ongoing jobs of a media planner is to evaluate opportunities and packages for clients. This requires a little bit of everything you have learned in this class from valuation of media channels by target, KPI and value, to also being able to be creative and find ways to align opportunities more with what your clients are looking for. Most importantly you will learn to write a solid recommendation based in fact that will persuade your client to go with your POV.

#### **Requirements:**

- Assignment: Writing a POV
- Discussion: What has value to a brand?

### **Module 13: Your Career Path**

After seeing all the things you can be as a media person, this week we will look back on the things you have learned and what you may like to do in your first job in the media space.

#### **Requirements:**

- Video: Your career choice
- Discussion: What have you learned?

### **Module 13: The Final**

This week you will put everything you have learned into a 2020 media plan for Orangetheory Fitness. You will create all the elements using some you have built in previous modules and the addition of a plan with channel recommendations and a flow chart into a live presentation with me over Zoom. Reservation sheets will go out in Module 10.

#### **Requirements:**

- 20 minute live presentation with supporting deck

## **Grading**

Your work will be evaluated according to the following total by module:

### **GRADE DISTRIBUTION**

Wk 1: Ads and what they are designed to do – 4 points

Wk 2:

- A) Basic media calculations? – 4 points
- B) Quiz 1 – 5 points

Wk 3:

- A) Vendor Research – 4 points
- B) Quiz 2 – 5 points

Wk 4: TV/Radio Math – 4 Points

Wk 5: Research and present creative use cases of print - 4 points

Wk 6: Forming a digital channel strategy - 4 points

Wk 7:

A) Looking at websites like Google – 4 points

B) Quiz 3 – 5 points

Wk 8: Integrations and Stunts – 4 points

Wk 9: Video presentation on Ad Agencies – 4 points

Wk 10: Writing Goals, Strategies and Objectives for the Final - 4 Points

Wk 11: Powerpoint presentation on OTF Brand and Research – 4 points

Wk 12: Writing a POV – 4 points

WK 13: Video - Media specialization choice – 4 points

Weekly Discussions –

13 Points for Initial Posts , replies and answers to questions – 1 point per week

Final – Live Video Presentation – 20 points

## More Grading

Scale is Shown Below and Grades will not be rounded.

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
F	< 59.5%	to	0%

## COURSE SCHEDULE

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### WEEKLY MODULE DATES

**Modules will run Monday to Sunday.**

- Week 1 May 13-19
- Week 2 May 20-26
- Week 3 May 27- Jun 2
- Week 4 Jun 3-9
- Week 5 Jun 10-16
- Week 6 Jun 17-23
- Week 7 Jun 24-30
- Week 8 Jul 1-7
- Week 9 Jul 8-14
- Week 10 Jul 15-21
- Week 11 Jul 22-29
- Week 12 Jul 30-Aug4
- Week 13 Aug 5-11
- Final: August 11-18th

### Course Introduction & Syllabus

Intro videos and an overview of the syllabus can be found in Canvas.