

ADV 4300: Media Planning | Fall 2019

SECTION: 1350 | Monday, 04-05 Periods, Wednesday 04 Period.

INSTRUCTOR: W. JOHN STARR, PhD, DEPARTMENT OF ADVERTISING

Email: wjstarr@ufl.edu Cell: 352-339-3276 Office hours: By appointment

CLASSROOM: MCCA 2186

TEXTBOOKS

Required text: Media Flight Plan 8, A Strategic Approach to Media Planning Theory and Practice 8th Edition, Martin, Dennis G. & Coons, Robert D. (2019) Deer Creek Publishing, Provo, Utah. ISBN: 978-0-9632515-0-3

Course Objectives:

During this course, the student will:

1. Learn how to find the optimal solutions to two broad media problems: which media to select to deliver messages, and how to best use the media selected.
2. Gain a clearer understanding of what media is, and how it assimilates into the overall marketing process.
3. Develop optimal Media Objectives
4. Identify the strengths and weaknesses of the major traditional and non-traditional media.
5. Become familiar with the media terms used in planning, and how to calculate media measurement terms to better evaluate media choices.
6. Create an effective media plan
7. Learn how to make media buys
8. Be familiar with four ways to evaluate their media plan

Course Requirements: The course will consist of two examinations; eight in-class textbook and lecture spot quizzes, class assignments, and a final group project. You will be responsible for the information presented in class, handouts, videos, class lectures, and from guest lecturers.

Exams: You will take two scheduled exams covering the assigned reading and class lectures. Each examination will pose 40 questions or statements (T/F, and multiple-choice) worth one point five (1.5) points per question, for a total of 60 points.

1

Spot Quizzes: Eight spot quizzes will be schedule throughout the semester during the first 15 minutes of class. Each will ask ten questions, statements (T/F and multiple-choice), and problems worth one (1) points per question for a total of 10 points.

Homework/exercises: You will receive credit for on-time class assignments. Throughout the semester, you will be required to do homework and make presentations. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, you will not receive points for the task.

Final Project: You will work with a team of classmates to create a media plan for a product. More details will be given to you regarding this project in class.

Guest speakers: One of the exciting opportunities this course provides is access to professionals who work in media, either as media planners or as media buyers. We will work to schedule 1-2 guest speakers who will discuss their work, and give real-life examples on how to be successful in media planning and buying.

Attendance: Required. There is a high correlation between regular class attendance and the best grades. An absence is excused for personal or family health conditions certified by a physician or counselor, a University-recognized holy day, certified University business or participation in a University sporting event, or a certified military obligation. Any other absence must be pre-approved by the instructor one week in advance of the event. In all other cases, you must notify the professor by ten a.m. on the class day that you will be absent due to an aforementioned excused reason. Makeup work for excused absences will be due the next class. Turn it in the minute you walk in the door; I will not ask for it. Make sure this work is clearly marked.

		<u>TENTATIVE</u>	
<u>Grading:</u>		<u>Grade Scale:</u>	
Exam 1	60 points		276-300 = A
Exam 2	60 points		270-275 = A-
Spot quizzes	80 points		264-269 = B+
Final project	40 points		240-263 = B
Class assignments	60 points		234-239 = C+
			210-233 = C
			180-209 = D
TOTAL	300 points		

Policies for Late Work and Exams: There will be no make-up examinations without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, let me know **immediately**, particularly if those problems might potentially hamper your class performance. Expect that late work will not be accepted.

Cell phone usage in class: Texting or talking on a cell phone is not allowed in the classroom. Instant messaging or communicating on a social network by use of a laptop is also not allowed during class.

Support for Students with Challenges: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests for help after your performance has been negatively affected to be denied.

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in

judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

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."

ADV 4300 Tentative Course Schedule:

Week 1 (August 21)	Introduction/Syllabus Media Trends	Chapter 1
Week 2 (August 26-28)	Basic Marketing & Media Language Quiz 1	Chapter 2/Exercise 1, 2, 3
Week 3 (September 2) (September 4)	Holiday/Labor Day Digital Media	No Class Chapter 3/Exercise 18
Week 4 (September 9-11)	Gathering Marketing Information April Hines /Quiz 2	Exercise 6
Week 5 (September 16-18)	Social Media/Marketing Driven Media Plans	Chapter 4 Chapter 5
Week 6 (September 23-25)	Traditional Media/Writing SWOT – CDI/BDI/Quiz 3	Chapter 5/Exercise 5, 8 & 17
Week 7 (Sept. 30-Oct. 2)	Competitive Analysis - Quiz 4 Team selection	Exercise 10
Week 8 (October 7-9)	Exam 1 Review/Selecting Target Audience/Exam 1	Exercise 7

Wednesday October 9 Examination 1
--

Week 9 (October 14-16)	Media Quintiles Art of Writing Media Objectives	Exercise 9 Chapters 7 & 8
Week 10 (October 21-23)	Creating First Media Plan/Quiz 5	Chapter 9/Exercise 4, 16
Week 11 (October 28-30)	Factor Spreadsheets, Weighting Factor Spreadsheets Quiz 6	Exercises 11, 12 & 13
Week 12 (November 4-6)	National/Spot Heavy-up Media/Q 7 Buys, Stretching Your Media Budget	Exercise 14 & 15
Week 13 (November 11) (November 13)	Holiday/Veterans Day Media Planning for Viral, WOM, Guerilla Marketing	No Class
Week 14 (Nov. 18-20)	Challenges of Media Planning/Quiz 8	
Week 15 (November 25) (Nov. 27-30)	Creating Media Plan/Exam 2 Review Thanksgiving Break	No Class

Wednesday December 2 Examination 2

Week 16 (December 2-4)	Exam 2 - Presentations
------------------------	------------------------