

ADV 4300: Media Planning, 24FH

Course Syllabus: Fall 2020



INSTRUCTOR: Jordan Alpert, Ph.D.
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Office: Weimer 2093
Office Hours: By appointment

TA: Amanda Bradshaw
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MEETING: Online via Zoom*
Monday 3:00 p.m. – 4:55 p.m.
Wednesday 3:00 p.m. – 3:50 p.m.
*Monday recordings will be posted by the scheduled meeting time;
Wednesday’s class will meet “live” via Zoom at the scheduled time

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. All class recordings will be available via the e-Learning website.

VPN: <https://it.ufl.edu/ict/documentation/network-infrastructure/vpn/>
Several resources and computer programs necessary for this class will only be available if you are connected to the VPN.

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:

- Recognize the advantages/disadvantages of various media vehicles
- Perform calculations to effectively evaluate media
- Become aware of new innovations and trends occurring in media
- Plan campaigns so that messages reach diverse audiences with various media habits

- 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
- Use strategy and insights to design a sophisticated and integrated media plan
- Prepare for an entry-level industry role in media

RECOMMENDED TEXTBOOK

Media Planning Essentials, Beth Egan, Stukent Publishing, ISBN: 978-0-9967900-8-6

Licenses for the eBook can be purchased through the bookstore or

<https://home.stukent.com/join/F6C-F36>

COURSE POLICIES:

ATTENDANCE: Attendance and engagement 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 synchronous Zoom classes.

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 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 or lab in Weimer can be remotely accessed and include 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
Macro Quiz (2)	100	20%
Micro Quiz (2)	50	10%
Individual Exercises	100	20%
Media Calculations (4)	80	
Media Brief	10	
Media Evaluation	10	
Group Exercises	50	10%
Background	15	
Competitive Analysis/SOV	15	
Target Audience Insights	20	
Activities / Participation (10)	80	16%
Media Insights Presentation	10	2%
Group Media Plan	100	20%
Group Media Plan Presentation	10	2%
TOTAL POINTS	500	100%

- Macro Quiz: Two online quizzes will cover everything covered thus far in the course (50 points each).
- Micro Quiz: Two online quizzes will cover the specific topic being taught (25 points each).
- Individual Exercises: A total of six individual “homework” exercises will consist of calculations for Digital, TV/Radio, Print/OOH, and creating a Commspoint media plan (20 points each), as well as writing a media brief, and the evaluation of metrics to measure performance (10 points each). Exercises should be uploaded to Canvas by the specified due date.
- Group Exercises: A total of three exercises will be completed in teams towards the final

media project. Once assigned a client for the final project, teams will perform a comprehensive search of the industry/brand, competitive analysis, target audience profiles, and highlight exemplary media. Exercises should be uploaded to Canvas by the specified due date (15-20 points each).

- **Activities/Participation:** Activities will demonstrate students’ understanding of course materials and participation during class. Most activities will occur during our “live” class, but some might be performed out of class and uploaded to Canvas at the specified due date. Out of the 10 activities, the two lowest grades will be dropped.
- **Media Insights Presentation:** Find a recent article about media related to the course content and present it to the class. Presentations will be a maximum of 10 minutes and consist of a summary and class discussion. The purpose of this assignment is for students to identify current events and begin in-depth, thoughtful discussion of their implications in a professional manner. Suggested resources include AdAge, AdWeek, and Mediapost.com (10 points).
- **Group Media Plan:** Students will be assigned a client to develop a comprehensive media plan and recommendations. A report will be uploaded to Canvas by the assigned date (100 points).
 - All groups will present an abbreviated “deck” to the class, with the intention to “win” the account. There will be strict time limits provided (10 points).

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
1	8/31	Course overview / Review syllabus
	9/2	Media Landscape
2	9/7	NO CLASS
	9/9	Favorite Media
3	9/14	Media Planning Basics

	9/16	Media Calculations Practice
4	9/21	Digital Media
	9/23	SRDS
5	9/28	SEO / SEM, Social Media Planning
	9/30	SEM, Social Media Practice
6	10/5	TV / Radio
	10/7	TV / Radio Practice
7	10/12	Print / OOH
	10/14	Print / OOH Practice
8	10/19	Marketing 101 / Working in Teams
	10/21	Drivers / Barriers Practice
9	10/26	Background / Ad\$pende
	10/28	Ad\$pende Practice
10	11/2	Target Audiences (Simmons)
	11/4	Target Audience Practice
11	11/9	Media Briefs
	11/11	NO CLASS
12	11/16	Exemplary Media, Commspoint / Group Meetings
	11/18	Allocating Budgets (SOV, Simmons data)
13	11/23	Measurement & Evaluation / Commspoint Practice
	11/25	NO CLASS
14	11/30	Innovative Idea / Measurement Practice
	12/2	Innovative Idea Presentations
15	12/7	Presentations
	12/9	Presentations

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:

- September 4: Last day to add/drop classes without penalty
- September 7: No Class – Labor Day
- November 11: No class – Veterans Day
- November 25: No class – Thanksgiving

CLASS RECORDINGS: By logging into Zoom, students acknowledge that they are being recorded. Class recordings are not to be shared with anyone not enrolled in the course.

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 <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

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>



Counseling and Wellness Center: Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352- 392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

ONLINE COURSE EVALUATION:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.