

# ADV 4300: Media Planning | Spring 2021

**THIS IS AN IN-PERSON AND SYNCHRONOUS ONLINE COURSE; THE CLASS MEETS IN-PERSON AND ONLINE ON THE DAYS AND AT THE TIMES LISTED BELOW**

**SECTION: 8504/854B      Class Number 10228/31131**

**MEETS: Monday Period 9 (4:05 to 4:55 pm) and Wednesday Periods 9-10 (4:05 to 6 pm)**

**INSTRUCTOR: W. JOHN STARR, PhD, DEPARTMENT OF ADVERTISING**  
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Office hours: By appointment Online

## **TEXTBOOK – MUST BE A NEW TEXT WITH WEBSITE CODE**

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

## **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 mandatories and applying assessment tools such as CPM, CPC, CPA and/or CPE\*\*.

- 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.

**Course Requirements:** The course will consist of two examinations; six in-class text and lecture spot quizzes, several 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 25 questions or statements (T/F, and multiple-choice) worth 1 or 2 points per question, for a total of 40 points.

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**Spot Quizzes:** Six spot quizzes will be schedule throughout the semester during the first 20 minutes of class. Each will ask 10 questions, ( 5 T/F statements and 5 multiple-choice), each correct answer is worth two (2) points per question for a total of 20 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.

**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 to be excused. Makeup work for excused absences will be due the next class. Turn it in at the beginning of next class; I will not ask for it. Make sure this work is clearly identified with your name, assignment number, etc. .

		<b><u>TENTATIVE</u></b>	
<b><u>Grading:</u></b>		<b><u>Grade Scale:</u></b>	
Exam 1	40 points		276-300 = A
Exam 2	40 points		270-275 = A-
Spot quizzes	120 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 unexcused 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."