

**ADV 4300: Media Planning, Class #:10227**  
**Course Syllabus: Spring 2021**



**INSTRUCTOR:** Amanda Bradshaw, M.S.  
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Office: Weimer 2034  
Office Hours: By appointment in the office or on Zoom

**MEETING:** In Person ONLY\*  
Mondays- Period 5-6 (11:45 a.m. – 1:40 p.m.) Turlington Hall 2306  
Wednesdays- Period 5 (11:45 a.m. – 12:35 p.m.) Weil Hall 0279

**WEBSITE:** e-Learning: UF Canvas Page  
Make sure to check this site regularly for course readings, class announcements, course assignments, lecture notes, grades and other various materials.

**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.

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**COURSE DESCRIPTION AND OBJECTIVES:**

This class examines the paid media process from the perspective of the advertiser's marketing strategy, the characteristics of advertising media and the role of the advertising agency in planning and implementation. In addition to addressing all major paid media including digital, this course also devotes time to nontraditional media and campaign types.

This is an advanced, practical learning course. It is highly quantitative, data intensive and analytical, while also focusing on strategic issues, decision making and planning techniques. Exercises and project work will include both national and local media. Course work includes lectures, presentations from experienced practitioners, discussion questions, workbook assignments, a team/term project, and three examinations consisting of short essay type questions and computational problems requiring a real calculator and an extensive use of media vocabulary.

### **Course Learning Objectives**

1. To gain a working knowledge of what is involved in the development of a comprehensive paid media plan.
  - Data-driven selection of geographic, demographic, psychographic, and behavioristic market segments.
  - The relationship between the creative advertising considerations and media strategy.
  - Media negotiation and placement tactics.
2. To know the difference between marketing objectives, advertising objectives and media objectives.
3. To base media selections on the strengths and weaknesses of various media types.
4. To become familiar with media efficiency and audience delivery metrics.
5. To learn about the media industry and how it functions as a component of the advertising industry.
6. To learn the technical terms and vernacular of the media buyer.

### **Other Expectations**

1. You will need to structure and solve simple mathematical problems including the computation of percentages.
2. You are expected to play an active and contributory role in your team project and will be evaluated by your peers.
3. Asking questions is critical to the understanding of course material.
4. You will need a calculator capable of working with nine-digit numbers. Cell phones are not acceptable. (*\*You can use Desmos.com to access a free calculator. This is recommended*).
5. The term project requires a sophisticated spread sheet with colorful graphs and logo artwork incorporated. Students are encouraged to become familiar with the skills and software needed to build one prior to the time they are needed.

### **REQUIRED TEXTBOOK**

Dickinson, D. & Davis, C. (2021). *Media Strategy & Planning Workbook* (3<sup>rd</sup> ed.). Melvin and Leigh, Publishers. ISBN: 9781733934473. This book is available in the UF Campus Bookstore.

*Recommended Reading: Advertising Age, ADWEEK, and their respective websites, plus Mediapost.com, Effie.org, Adforum.com, WARC, Ad Tech Daily/News, Video Ad News, Know Online Advertising, Branding Strategy Insider, Venable LLP, Smart Brief.*

### **Online Library Resource Guide for Media Planning:**

<https://guides.uflib.ufl.edu/advertising/mediaplanning>

\*This link will be invaluable to you in your term project!

### **COURSE POLICIES:**

**Attendance and Class Participation** Students are encouraged to ask any questions needed to help understand the complex and often technical material. Active

participation in end-of-chapter discussion questions is highly encouraged. Class participation is especially important in borderline grading situations. Attendance is not taken and simply attending class does not count as class participation.

**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.

**Maintaining high standards of academic honesty is a requirement for passing this course. The final project is the only teamwork in this class. All other assignments and tests are individual efforts.**

**COURSE TECHNOLOGY:** It will be necessary for students to have access to a computer and the Internet for various assignments. Computers from the UF Library or lab in Weimer can be 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.

Requirements for Written Work and Examinations --All assignments are due at the beginning of class on the date specified unless otherwise announced. No late papers will be accepted unless prior approval has been given. --Written assignments (including the essay tests) will be graded for writing quality, grammar, spelling and organization as well as content, accuracy and visual presentation. --Make-ups for missed examinations require either a written medical excuse, or one week advance approval from the instructor.

**Total Possible Points: 300 pts**

**GRADING SCALE:**

<i>LETTER GRADE</i>	<i>PERCENTAGE</i>	<i>POINTS</i>
A	93 – 100%	279 - 300
A-	90 - 92%	270 - 278
B+	87 – 89%	261 - 269
B	83 – 86%	249 - 260
B-	80 – 82%	240 - 248
C+	77-79%	231 - 239
C	73-76%	219- 230
C-	70-72%	210 - 218
D	60-69%	180 - 209
E	Below 60%	Below 179

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.

**Grading Details**

As noted in the syllabus, the course is set up on a point basis with 300 points being the maximum and the breakout as follows:

54 points for workbook exercises. This includes Exercise 1B worth a maximum of 10 points and 22 other exercises chosen by the instructor at two points each. The

exercise pages in the book are perforated for ease of removal and submission. Exercises are collected at the beginning of class and reviewed immediately in class. Students are expected to make a copy of their exercises in order to document the correct answers during the review. Once the review starts, homework is considered “late” and not accepted.

Exercises are not graded but they are checked to ensure that the student attempted to complete them. Homework assignments turned in on time functionally act as an attendance record.

No points are given for exercises not turned in on time or not given reasonable effort to complete.

160 points for examinations. This includes:

Midterm exam #1 @ 45 points

Midterm exam #2 @ 50 points

Final exam @ 65 points

60 points for the term project. This is a team project, non-competitive, where students have to build a media plan for a real client using real media data in a Top 25 metro market.

26 points for class participation. Students are encouraged to ask any questions that help understand the material

**COURSE SCHEDULE:**

WEEK	DATE	TOPIC	ASSIGNMENT/READING
1	01/11	Course overview / Review syllabus (Hand out copy of Exercise 1A) Introduce Chapter 1	Read Chapter 1 of textbook prior to Wednesday’s Class  Complete Exercise 1A found on pages 21-22 in your textbook
	01/13	Chapter 1 “The Media Side of Advertising” cont. Complete Exercise 1C- Chrysler Case Study in Class Together– Assign Exercise 2B which requires 1 week’s worth of logging	Exercise 1A due at 11:45 am on 1/13 Work on exercise 2B over the next 1 week.

		<i>advertising exposure to complete</i>	
2	01/18	NO CLASS- MLK Day Holiday	<p>Read Chapter 2 of textbook prior to Wednesday's class</p> <p>Complete Exercise 1B (due on 1/20)</p>
	01/20	Presentation of 1B Reports; Chapter 2- "The Unique Nature of Media Objectives"; Exercise 2A on Kahoot (not for credit) if time permits	<p>Read Chapter 3 of the textbook prior to Monday's class</p> <p>Exercise 1B found on pg. 23 (Worth 10 points; max. 600 words) due at 11:45 am on 01/20</p>
3	01/25	Chapter 3- The Right Audience- "The First of the Five Rights"- Lecture Complete Exercise 3F Audience Profile in Class	<p>Read Chapter 4 of the textbook prior to Wednesday's Class</p> <p>Complete Exercise 2B (p. 39)</p>
	01/27	Chapter 4- The Right Media Mix- Lecture	Exercise 2B due at 11:45 am
4	02/01	Chapter 4- The Right Media Mix, Part 2- Lecture and In Class Activity- Exercise 4B Share of Voice Analysis	TWO Exercises 3B & 3D, due at 11:45 am (One is about product tables and the other is about computing CDI, BDI, and ACV for Starbucks).
	02/03	NO CLASS-Watch lecture/complete activities in Canvas	<p>Read Chapter 5 of the textbook prior to Monday's Class</p> <p><u><a href="#">Watch Facebook Blueprint Lecture Video on Canvas</a></u></p> <p>Take LinkedIn Learning Excel Training</p> <ul style="list-style-type: none"> <li>• Learning Excel 2019 (1-hour class)</li> <li>• Available for free on <a href="https://elearning.ufl.edu">elearning.ufl.edu</a></li> </ul> <p>Listen to this eMarketer podcast:  <u><a href="https://www.emarketer.com/content/executive-roundtable-jonathan-adams-wavemaker-ad-supported-video-why-walled-gardens-like-kitchens">https://www.emarketer.com/content/executive-roundtable-jonathan-adams-wavemaker-ad-supported-video-why-walled-gardens-like-kitchens.</a></u></p>

			<p>Research his bio and prepare 2 questions to ask our guest speaker, Jonathan Adams, on Monday, 02/08.</p> <p>Use the Canvas Discussion Board to add your <b>two questions AND two takeaways</b> from completing these additional activities by no later than midnight on February 5, 2021.</p>
5	02/08	<p>Chapter 5- The Right Exposure Level- Lecture</p> <p>*Guest Speaker- Jonathan Adams— Your in class notes on his talk, which you will turn in at the end of class, will count toward the overall participation grade.</p>	<p>TWO Exercises (4A/4C) - Exercise 4A Reading Quintiles, MRI Media Tables, and Media Sales Info AND Exercise 4C Local Media Insights due at 11:45 am</p>
	02/10	<p>Chapter 5- The Right Exposure Level Part 2- In Class Activity Exercise 5D</p>	<p>Take-home portion of Mid-term #1 distributed; Read Chapter 6 of the Textbook prior to Monday's class</p>
6	02/15	<p>Midterm in Class; Introduction to Chapter 6- The Right Timing, the Fourth of the Five Rights</p>	<p>Complete Exercise 6C by 2/17 (can work on this in class following the midterm if time allows)</p>
	02/17	<p>Chapter 6 continued; Assign term project- Guest Speaker about Mintel/Simmons Insights</p>	<p>Read Chapter 7 of the textbook prior to Monday's class; Read how to interpret Simmon's crosstab reports  <a href="https://library.fdu.edu/c.php?g=777863&amp;p=5697189">https://library.fdu.edu/c.php?g=777863&amp;p=5697189</a></p>
7	02/22	<p>Chapter 7-The Right Cost Lecture, Complete Activity 7A in Class; Midterm 2 study guide</p>	<p>Complete Activity 7B and 7I due in class on 3/1/2021; Take Home Portion of Midterm #2 due in Class on 3/1/2021</p>

	02/24	NO CLASS- UF Recharge Day	
8	03/01	Midterm # 2 in class	Read Chapter 8 before Wednesday's class
	03/03	Chapter 8- The Business Side of the Paid Media Business; Complete Discussion Questions in Class	Complete Exercises 8A, 8B(16/22) and 8C(17/22) by 3/10 class
9	03/08	No Class- Group Project Work Day	Proposal Tabs 1, 2, & 3 DRAFT due on 3/10
	03/10	Discuss Proposal Tabs 1, 2, & 3, Chapter 9- Negotiations in the Media World- Role Play Activity 9A in class	Complete Exercise 9B Digital Media Component for Gain Case Study by 3/15; Read Chapter 10 by Monday's Class
10	03/15	Chapter 10- The Return on Ad Spending (ROAS)/Group Work In Class	Read Chapter 11 by Wednesday, 3/17 Complete Exercises 10A & 10B by 03/22
	03/17	Chapter 11-The Paid Media Campaign Process, Start to Finish	Complete Exercise 11A by 3/22
11	03/22	No Class- Group Work Day	Proposal Tab 4 DRAFT due on 3/29
	03/24	NO CLASS- UF Recharge Day	
12	03/29	Review Tab 4, Chapter 12 – Legal and Ethical Issues in Advertising and Paid Media Planning	Complete Exercise 12A (if needed) to replace an earlier exercise by 3/31; if you completed the previous 22 exercises, then skip! 😊
	03/31	Finish Chapter 12; group work in class	
13	04/05	Measurement & Evaluation / Commspoint Practice	
	04/07	NO CLASS- Work On Group Projects	

14	04/12	Innovative Idea / Measurement Practice	Proposal Tabs 5 & 6 DRAFT due
	04/14	NO CLASS- Work on Group Projects	
15	04/19	Term Project Presentations	
	04/21	Final Exam in Class (If attendance record permits)	

**Final Exam Day: Friday, 4/30/2021 @ 7:30 AM - 9:30 AM (Reserve your calendar now!)**

**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: Classes Begin
- January 15: Last day to add/drop classes without penalty
- January 18: No Class – Martin Luther King Jr. Day
- April 22-23: No Class – Reading Days

**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.

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**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](mailto: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](mailto: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/>.