

Media Planning

ADV 4300-28729

Mondays 09:35-11:30 am Weimer 1074

Wednesdays 10:40-11:30 am Weimer 1074

and online at <https://ufl.instructure.com/courses/473254>

Instructor

Dr. Won-Ki Moon

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<https://www.jou.ufl.edu/staff/won-ki-moon/> (352) 392-7594

Office Hours (3061 Weimer):

Monday 11:30 am-12:30 pm, Wednesday 11:30-12:30 pm, or by appointment

Course Description

Provides an in-depth overview of the media planning process. Emphasizes the value of various media channels and evaluation methods to design innovative and integrated media strategies to reach and engage diverse audiences.

Required Text

Dickinson, D., & Davis, C. (2021). *Media strategy and planning workbook: How to create a comprehensive media plan*. Melvin & Leigh. ISBN: 978-1-73393447-3

Reading Requirements

Before each weekly class meeting, you are expected to read one textbook chapter. Supplemental readings will be made available on Canvas throughout the course. You will also access valuable resources for this course at our library course guide: <http://businesslibrary.uflib.ufl.edu/adv3350>

Prerequisites

- 3JM ADV
- minimum grades of C in ADV 3001 and ADV 3500

Course Learning Objectives

- 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

Grading

Assignments

This course combines individual and group assignments that evaluate how well you acquire the knowledge and skills in this course. Assignments are due, via Canvas, at the start of class on the date listed unless otherwise indicated.

Grade Overview

There are 1,000 points available in this course. Points are accumulated by earning grades for the following assignments, presentations, tests, and exercises.

- In-class exercises (group) = 105 points
- Excel assignment = 100 points
- AdSpender assignment = 100 points
- Nielsen assignment = 100 points
- Simmons assignment = 100 points
- SRDS assignment = 100 points
- Commspoint assignment = 100 points
- Quiz 1 = 5 points
- Quiz 2 = 5 points
- Test 1 = 20 points
- Test 2 = 20 points
- Media diary = 10 points
- Participating in research = 20 points
- Media insights presentation 1 (group) = 20 points
- Media insights presentation 2 (group) = 20 points
- Media plan report (group) = 100 points
- Media plan presentation (group) = 50 points
- Participation = 25 points

Grading Policy

A is 934 or more points
A- is 900 to 933 points
B+ is 867 to 899 points
B is 834 to 866 points
B- is 800 to 833 points
C+ is 767 to 799 points
C is 734 to 766 points
C- is 700 to 733 points
D+ is 667 to 699 points
D is 634 to 666 points
D- is 600 to 633 points
E is 599 or fewer points

More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>).

Schedule

		Lectures / Activities	Note
Week 1	M, Jan 9	In class: Introductions Lecture: Media planning	Read syllabus
	W, Jan 11	Lecture: Media use In class: Discuss media diaries	Read Chapter 1 (pp. 1-19)
Week 2	M, Jan 16	<i>Holiday</i>	
	W, Jan 18	Lecture: Media landscape; Media objective In class: Discuss media diaries Assignment due: Media diary (before the class)	Read Chapter 2 (pp. 27-36)
Week 3	M, Jan 23	Lecture: Using Excel In class: Excel exercise	
	W, Jan 25	Lecture: Media landscape; Audiences	Read Chapter 3 (pp. 43-72)
	Th, Jan 26	5 pm: Excel assignment due	
Week 4	M, Jan 31	Lecture: Using Ad\$ponder In class: Ad\$ponder exercise	
	W, Feb 1	Lecture: Using research; Media mix In class: Groups meetings	Read Chapter 4 (pp. 89-130)
	Th, Feb 2	5 pm: Ad\$ponder assignment due	
Week 5	M, Feb 6	In class: Quiz 1 Lecture: Ad placement; Print and Out-of-Home	Read Chapter 5 (pp. 139-168)
	W, Feb 8	Lecture: Television, radio, and newspaper	Read Chapter 6 (pp. 185-202)
Week 6	M, Feb 13	Lecture: Ad timing and Nielsen ratings In class: Nielsen exercise	
	W, Feb 15	Lecture: ad budgets	Read Chapter 7 (pp. 209-250)
	Th, Feb 16	5 pm: Nielsen assignment due	
Week 7	M, Feb 20	In class: Media insights presentation 1 Lecture: Internet and global media (From OTT to social media)	
	W, Feb 22	In class: Test 1	

		Lectures / Activities	Note
Week 8	M, Feb 27	Lecture: Audience measurement; Using MRI-Simmons In class: Simmons exercise	
	W, Mar 1	Lecture: Negotiations	Read Chapter 9 (pp. 315-326)
	Th, Mar 2	5 pm: Simmons assignment due	
Week 9	M, Mar 6	Lecture: Digital ads and AI (Data, SEM, and OBA) In class: Simmons exercise	Read Chapter 10 (pp. 331-347)
	W, Mar 8	Lecture: Media briefs; Return on ad spending In class: Media brief exercise	
Week 10	<i>Spring Break</i>		
Week 11	M, Mar 20	Lecture: Consumer behavior and media selling In class: Group meetings	Optional Zoom office hour
	W, Mar 22	In class: Group meetings	Optional Zoom office hour
Week 12	M, Mar 27	In class: Media insights presentation 2	
	W, Mar 29	Lecture: Using SRDS; Ad campaign phases In class: SRDS exercise	Read Chapter 11 (pp. 351-358)
	Th, Mar 30	5 pm: SRDS assignment due	
Week 13	M, Apr 3	In class: Quiz 2 Lecture: Using Commspoint In class: Commspoint exercise	
	W, Apr 5	Lecture: Ethics, law, and social impacts	Read Chapter 12 (pp. 363-367)
	Th, Apr 6	5 pm: Commspoint assignment due	
Week 14	M, Apr 10	Lecture: Digital ads and AI (AI in media planning)	
	W, Apr 12	Lecture: Digital ads and AI (virtual reality and metaverse)	
Week 15	M, Apr 17	Lecture: Wrapping up	
	W, Apr 19	In class: Group meetings	
	F, Apr 21	5 pm: Media plan due	
Week 16	M, Apr 24	In class: Media plan presentations	
	W, Apr 26	In class: Test 2	

Course Policies

COVID-19 Protection and Care

Please follow all current university rules and guidance regarding health and safety. Please be considerate of your classmates as we continue to handle the pandemic. I will plan to stay masked in the classroom and keep my vaccinations up-to-date.

Attendance and Participation

Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, let the instructor know via email as soon as possible. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. Otherwise, we will do our best to maintain an in-person seminar format.

Deadlines

In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for extensions. If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

Course Communication

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via email to Dr. Moon (wonkimoon@ufl.edu). I have a policy of responding within 24 hours (usually much sooner). I also encourage you to make good use of office hours and in-class discussion.

Technology Requirements

The students are required to have access to a laptop or computer with reliable Internet access. They will need the UF VPN (<http://www.uflib.ufl.edu/login/vpn.html>) to access some library resources off-campus, as well as their Gatorlink credentials.

Students will need access to a word processing program (Word or similar), a database program (Excel or similar), and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps.

You will be required to access a number of online resources such as SRDS, Simmons, AdSpender, and Commspoint, typically via UF Libraries or its dedicated page for Advertising Research (<https://businesslibrary.uflib.ufl.edu/adv3350>). Further details will be provided by the instructor.

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent

technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

Class Demeanor

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in group work and during discussion, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and I can help.

UF Policies

Honor Code

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:

<https://guides.uflib.ufl.edu/copyright/plagiarism>

<http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>

<https://plagiarism.arts.cornell.edu/tutorial/index.cfm>

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

Accommodations

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (<https://disability.ufl.edu/about/contact-us/>) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

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/>.

Please note (adapted from <https://doi.org/10.1371/journal.pone.0216241>): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor.

Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation, please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of the course (the assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

Political Environment

Please familiarize yourself with current legislation, proposed legislation, and legal proceedings that affect higher education in the state of Florida. Examples include in-class recordings (<https://aa.ufl.edu/policies/in-class-recording/>) and HB 7 (<https://cdo.ufl.edu/hb-7/>).

Resources

Health and Wellness

U Matter, We Care (<https://umatter.ufl.edu/>) If you or a friend is in distress, please contact umatter@ufl.edu or (352) 294-2273 so that a team member can reach out to the student.

Counseling and Wellness Center (<http://www.counseling.ufl.edu/>) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit <https://counseling.ufl.edu/about/location-hours-contact/>.

Title IX (<https://titleix.ufl.edu/>) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, inform@titleix.ufl.edu, or (352) 275-1242.

Student Health Care Center (<https://shcc.ufl.edu/>) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

GatorWell Health Promotion Services (<https://gatorwell.ufsa.ufl.edu/>): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450

Academic Resources

E-learning Technical Support (<https://elearning.ufl.edu/keep-learning/>) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (<http://www.crc.ufl.edu/>) For career assistance and counseling, contact UFCareerCenter@ufsa.ufl.edu or (352) 392-1601; Located in Reitz Union suite 1300.

Ask-A-Librarian (<https://uflib.ufl.edu/find/ask/>) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center (<https://teachingcenter.ufl.edu/>) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

Writing Studio (<http://writing.ufl.edu/writing-studio/>) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

UF Online/Internet Privacy Statement (<https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>) UF's statement about privacy and data security.

Disclaimer

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.