

Media Planning

Tuesday 11:45am – 1:40 pm

Thursday 12:50 – 1:40pm

MAEB, 0234

Instructor: Anran Luo

Office: Weimar Hall G034

Office Hours: Monday 2:00-3:00pm or by appointment (meeting times are flexible) Email: luoa@ufl.edu (Please allow 24 hours for a response)

Purpose of Course

To introduce students to media planning. Students will be able to understand the media planning process comprehensively, utilizing media planning terms, acquiring skills in researching media industry and audience insights data (through data calculating and research tools including Excel, Nielsen, Standard Rate and Data Service (SRDS), and MRI-Simmons). Students will be able to apply researched data to plan creative ad campaigns from the perspective of both media and business sides, evaluate the advantages/disadvantages of various media vehicles, identify the ongoing trends and challenges in the media/ad industry, and elaborate on some innovative media planning cases and provide critical insights. The course aims to equip students with fundamental media planning knowledge, focusing on data tools and software training for further professional development.

Course Prerequisites

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

Learning Objective

Upon successful completion of this course, students will:

- Understand and be able to explain the concept and relevant components (e.g., research and planning, negotiating and buying, campaign management, evaluation, and reporting) of media planning.
- Be able to use tools like Nielsen, SRDS, and MRI-Simmons for researching the media industry and analyzing audience insights data.
- Understand and be able to perform calculations to evaluate media/audience effectively.
- Be able to critically assess the advantages and disadvantages of various media vehicles in the context of specific marketing goals.
- Be able to apply researched data to design and plan creative advertising campaigns, considering both media and business perspectives.
- Be able to think critically, demonstrate the ability to evaluate current trends in the media/ad industry, and design and recommend innovative components for media planning.

General Course Structure

Each week at least one lecture will be given to introduce a component of media planning or a data research tool. Before each lecture session, one or more chapters of Dickinson and Davis (2021) will be recommended to read. The next class session may focus on discussing the weekly topic, doing in-class (individual or group) activities, or doing small quizzes.

Recommended Textbook

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

Graded Components

Grading will be based on the following attainment of skills:

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|---|-----|
| 1. Understanding of concepts based on class slides. | 30% |
| 2. Demonstrate skills of applying research/calculating tools. | 30% |
| 3. Class presence (5%) and participation (5%). | 10% |
| 4. Media Insight presentation. | 10% |
| 5. Final team project report (10%) and presentation (10%). | 20% |

Assignments

Quizzes (30%): understanding of concepts based on class slides

There will be a total of three quizzes. Each quiz will contain fewer than five short open-ended questions related to the concepts discussed in previous lectures. You will need to demonstrate or apply these concepts to answer the questions. The quiz is a brief reflective exercise designed to help us review your understanding of the concepts covered in class, ask additional questions, and provide feedback. A slide file with important class materials will be uploaded to Canvas each week, highlighting key concepts that *may* appear on your quiz.

In-class Activities (30%): demonstrate skills of applying research/calculating tools and more

There will be various types of in-class activities, including discussion, collaboration on data collection and analysis, and Negotiation Challenge to help you build innovative thinking and collaborative skills. To receive the full points, you are expected to ask constructive questions, actively contribute to the teamwork (each team member receives the grade based on individual performance, which is assessed by self and teammates).

Media Insight Presentation (10%): demonstrate skills of applying media/audience data in practice

In this group exercise, you will first prepare a draft of a media brief (goal, target group, proper media) for your selected brand and product. Second, you will be acting in the role of media planner and promoter, preparing an event with a pop-up store in selected location to improve the awareness of the products. These two activities aim to familiarize you with the research and planning process as media planners and promoters and enhance your creativity, analytical thinking, collaboration, and presentation skills. You will receive feedback on your plans and presentations, which can be useful for your final media plan project.

Final Team Project (20%): demonstrate skills of applying media planning process in practice. Each team needs to deliver a media plan report (50 points) **Tuesday December 3, 2024, at 11:59 pm** and give a 20-minute presentation (20 points) during Week 16. Team report needs to be delivered as fully formatted electronic documents, co-authored jointly by all team members. Requirements for the assignment is available on Canvas. Late delivery up to 24 hours = 50% of maximum points possible. More than 24 hours delay = 0 points.

Class Attendance and Participation (10%)

I do expect you to attend the class and participate in class discussions. Meaningful discussion is critical for learning. Thinking critically and asking *good* questions may inspire you and other students to new insights.

Because lectures and discussions are critical to this course, you are expected to attend class regularly. You may miss up to two classes—not including the first meeting—without penalty. After that, we'll need to discuss how we might ensure that you master the course content you have missed. Any extra unexcused absences will result in a participation points deduction.

Final Grade Scale

(A) 96-105, (A-) 92-96, (B+) 87-91, (B) 83-86, (B-) 80-82, (C+) 77-79, (C) 73-76, (C-) 70-72, (D+) 67-69, (D) 60-66, (E) 0-59. Note that there is *no rounding* in the percent system. UF grading policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

***The syllabus is subject to change. ***

UF Policies Accommodations For Students with Disabilities

(Official UF Text) If you require classroom accommodation because of a disability, please register with the Dean of Students Office (DSO): <http://www.dso.ufl.edu> within the first week of class. The DSO will provide documentation that you can give to the instructor when requesting accommodation. UF is committed to providing reasonable accommodations to assist students in their coursework.

Do not hesitate to contact me if you need help with accommodation at any point during the semester. I recognize that barriers may prevent students from requesting or receiving official accommodations. If this applies to you, please talk to me.

Counseling and Well-being

Students can sometimes feel stressed out due to their academic expectations and/or personal and interpersonal issues. If you are experiencing issues that have the potential to or are already negatively affecting your course work, you are encouraged to speak with an instructor and/or seek help through University resources available to you.

As a teacher, I care about my students and always prioritize their mental and physical health before their academic performance. I am happy to talk to any student who may require assistance, and we can discuss how to proceed with the coursework if things happen.

Here are some of those resources:

- The Counseling and Wellness Center 352-392-1575 offers a variety of support services such as psychological assessment and intervention and assistance for math and test anxiety. Visit their web site for more information: <http://www.counseling.ufl.edu>. Online and in person assistance is available.
- You Matter We Care website: <http://www.umatter.ufl.edu/>. If you are feeling overwhelmed or stressed, you can reach out for help through the You Matter We Care website, which is staffed by Dean of Students and Counseling Center personnel.
- The Student Health Care Center at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 352-392-0627 or check out the web site at: <https://shcc.ufl.edu/>
- Crisis intervention is always available 24/7 from: Alachua County Crisis Center: (352) 264-6789
<http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx>

Please do not wait until you reach a crisis to ask for help! UF's counselors have helped many students through all kinds of situations. You are not alone; please do not be afraid to ask for assistance.

Academic Integrity

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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.”

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

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

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

Makeup Exams or Other Work

Students who must miss an assignment or exam deadline because of conflicting professional or personal commitment must make prior arrangements with the instructor. If an assignment is missed because of illness, please contact the instructor to discuss.

Please note: Any requests for make-ups due to technical issues **MUST** be accompanied by the

UF Computing help desk (<http://helpdesk.ufl.edu/>) correspondence. You **MUST** e-mail me within 24 hours of the technical difficulty if you wish to request a make-up.

Required Class Attendance

Attendance is expected as a part of the student’s professional training. Students are expected to arrive for class on time and to remain for the full class period.

Please note all faculty are bound by the UF policy for excused absences. Excused absences must be consistent with university policies:

<https://catalog.ufl.edu/UGRD/academicregulations/attendance-policies/>

Online Faculty Evaluation Process

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/>.

Policy Related to Guests Attending Class

Only registered students are permitted to attend class. However, we recognize that students who are caretakers may face occasional unexpected challenges creating attendance barriers. Link to full policy: <http://facstaff.phhp.ufl.edu/services/resourceguide/getstarted.htm>

Course Schedule

Week 1: Welcome!

Thursday, August 22, 2024: Negotiated Syllabus, Lecture: Intro to media planning
(Recommended reading: Dickinson & Davis Chapter 1)

Week 2

Tuesday, August 27, 2024: Lecture: Audience & Media Mix (Recommended reading: Dickinson & Davis Chapter 3 and 4)

Thursday, August 29, 2024: Class discussion

Week 3

Tuesday, September 3, 2024: Lecture: TV and Radio (Recommended reading: Dickinson & Davis Chapter 5 and 6)

Thursday, September 5, 2024: Class discussion, Quiz 1

Week 4

Tuesday, September 10, 2024: Lecture: Using Excel

Thursday, September 12, 2024: In class activity: Excel

Week 5

Tuesday, September 17, 2024: Lecture: Measuring and Metrics, SRDS

Thursday, September 19, 2024: In class activity: SRDS

Week 6

Tuesday, September 24, 2024: Lecture: Digital Ads and Advertising Media Business
(Recommended reading: Dickinson & Davis Chapter 10)

Thursday, September 26, 2024: In class activity: SRDS, Media Insights presentation assignment

Week 7

Tuesday, October 1, 2024: Media Insights presentation assignment preparation/Guest speaker
TBD

Thursday, October 3, 2024: Guest speaker TBD

Week 8

Tuesday, October 8, 2024: Media Insights presentation

Thursday, October 10, 2024: Guest speaker TBD

Week 9

Tuesday, October 15, 2024: Lecture: Using MRI-Simmons

Thursday, October 17, 2024: In class activity: MRI-Simmons

Week 10

Tuesday, October 22, 2024: Lecture: Negotiation (Recommended reading: Dickinson & Davis Chapter 9), Negotiation Challenge

Thursday, October 24, 2024: Class discussion, quiz 3

Week 11

Tuesday, October 29, 2024: Lecture: Advertising Insights, In class activity: Advertising Insights

Thursday, October 31, 2024: Guest speaker TBD

Week 12

Tuesday, November 5, 2024: Lecture: Legal and Ethical Issues; Final team project

Wednesday, November 7, 2024: Final team project preparation

Week 13

Tuesday, November 12, 2024: Final team project preparation

Thursday, November 14, 2024: Final team project report outline/idea check-in

Week 14

Tuesday, November 19, 2024: Final team project workday

Thursday, November 21, 2024: Final team project workday/check-in

Week 15

Thanksgiving/Holiday No Class

Week 16

Tuesday, December 3, 2024: Final team project presentation

FINAL TEAM PROJECT REPORT DUE at 11:59 PM

Congratulations! You successfully finished the class!