

# Media Planning

ADV 4300

Tuesday 09:35 am - 10:25 am NRN 1001

Thursday 09:35 am - 11:30 am NRN 1001

and online at <https://ufl.instructure.com/courses/498166>

## 1. Course Introduction

### **Instructor**

Dr. Won-Ki Moon

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

2074 Weimer

### **Office Hours**

- In-person: Wednesday 12:00 - 14:00 (2074 Weimer)
- Extra office hours are available by appointment.
- Zoom meetings will be available as requested.

### **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.

### **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 evaluate media effectively
- 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 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 or more textbook chapters. 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>

## 2. Assignments and 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.

Item	Point for Each Item	Frequency	Total Point
In-class group exercise	30	6	180
Individual assignment	30	6	180
Quiz	50	2	100
Media insight presentation	50	2	100
Final Project: Media plan (report)	150	1	150
Final Project: Media plan (presentation)	150	1	150
Class participation (attendance+)	5	24	120
<b>Total</b>			<b>1,000</b>

### Grading Policy

The grading policy for this class follows the grading scheme of UF. 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/>).

<https://www.nielsen.com/solutions/media-planning/media-impact/>

<https://digitalagencynetwork.com/tools/media-planning/>

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

### Assignment Descriptions

The following information is a brief introduction for each assignment and grading item. You will receive the details instrument for the assignment. *Rubrics* for assignments will be distributed in class.

- **Media diary:** You will record three days of your media consumption for this assignment.
- **In-class group exercise and individual assignments:** You will learn how to use six databases or programs for media planning. You will be expected to participate in both in-person class exercises and individual assignments (homework): (1) Excel, (2) Advertising Insights, (3) Nielsen, (4) MRI Simmons, (5) SRDS, and (6) Talkwalker.
- **Media insight presentation:** There will be two presentations to extend your horizon to the media market and media environment. The first media insight presentation is designing the reboot program. The second media insight presentation will be conducting research to write a media brief for a virtual brand.
- **Final media plan project:** You will generate the media plan for an actual brand (TBA) with your group. In this media plan, you will apply diverse media planning programs to support your plans. I will expect you to provide numeric data, which is gained from credible sources. You will present your media plan in class. There will be several opportunities to discuss your progress in the final project in class.
- **Class participation:** Your participation will be graded according to your participation in class activities such as teamwork, discussions, and Q&A sessions for group presentations.
- **Research participation:** You will be required to participate in research via the UF CJC SONA system: <https://www.jou.ufl.edu/home/about/faculty-staff-resources/sona/> This is because research participation experience will help you to understand consumer research.
- **Presentation manners:** We will have a total of three presentations in the class. I will expect you to prepare these presentations in of professional manner. In addition to the content in the presentation slides, your presentation attitudes and speech will be graded. There will be a detailed rubric about this item.
- **Quiz:** We will have two quizzes that cover what we learn in class.

### **Group and individual meetings**

- In this class, we will explore a wide range of topics and skills related to advertising, media, and advertising technology. As a result, certain course materials may present challenges for students. However, please rest assured that this class has been specifically designed to accommodate and address these challenges. If you find the course to be demanding, there is no need to worry.
- Please make yourself available to meet with Dr. Moon during office hours, as there will be mandatory group meetings to assist you in preparing for final projects and individual meetings to ask your opinion about the course. I encourage you to utilize these opportunities to engage in discussions regarding course materials and express any concerns you may have.
- Additionally, there will be several optional office hours scheduled during class hours, replacing the lecture. These sessions will provide another opportunity for you to communicate your experiences in the course with Dr. Moon. Please take advantage of these chances without hesitation.

### **3. Schedule**

Lectures / Activities		
<b>Week 1</b>	Th, Aug 21	In class: Introductions Lecture: Intro to Media planning (Ch. 1)
		*Assignment: Media Diary (8/22-8/24 or 8/23-8/25)
<b>Week 2</b>	T, Aug 26	Lecture: Media landscape and objective (Ch. 2) Lecture: Audiences and Media Use (Ch. 3) <b>*In-class: Discussing media diaries</b>
	Th, Aug 28	Lecture: Marketing mix and IMC (Ch. 4) Lecture: Media planning phase
<b>Week 3</b>	T, Sep 2	Lecture: Using research <b>*In-class group exercise 1: Nielsen &amp; Statista</b> <i>(F) 5 pm: Individual Nielsen assignment due</i>
	Th, Sep 4	Lecture: Legacy media - TV, radio (Ch. 5) Legacy media - Print and Out-of-Home (Ch. 6)
<b>Week 4</b>	T, Sep 9	Lecture: Measuring and metrics <b>*In-class group exercise 2: Excel</b> <i>(F) 5 pm: Individual Excel assignment due</i>
	Th, Sep 11	Lecture: Global media and market <b>*In-class group hours for presentation preparation</b>
<b>Week 5</b>	T, Sep 16	<b>Media insights presentation 1</b>
	Th, Sep 18	Lecture: Behind data (Targeting and tracking)
<b>Week 6</b>	T, Sep 23	Lecture: Digital Ad part1 - Computational Data, SEM, and OBA (Ch. 10) <b>*In-class group exercise 3: SRDS</b> <i>(F) 5 pm: Individual SRDS assignment due</i>
	Th, Sep 25	<b>Quiz 1</b>
<b>Week 7</b>	T, Sep 30	Lecture: Audience measurement; Using MRI-Simmons <b>*In-class group exercise 4: MRI-Simmons exercise</b> <i>(F) 5 pm: Individual MRI-Simmons assignment due</i>
	Th, Oct 2	Lecture: Digital Ad part2 - Planning for digital ads and AI ads + Automated media buying

Lectures / Activities		
<b>Week 8</b>	T, Oct 7	Lecture: Ad budgets and competition (Ch. 7) <b>*In-class group exercise 5: Advertising Insights exercise</b> <i>(F) 5 pm: Individual Ad Insight assignment due</i>
	Th, Oct 9	Lecture: Negotiations (Ch. 9)
<b>Week 9</b>	T, Oct 14	<b>*In-class group exercise 6: Talkwalker</b>
	Th, Oct 16	Lecture: Media psychology
<b>Week 10</b>	T, Oct 21	Lecture: Media brief and presenting media planning
	Th, Oct 23	*In-class group hours for presentation preparation
<b>Week 11</b>	T, Oct 28	<b>Media insights presentation 2</b>
	Th, Oct 30	Lecture: Ethics, law, and social impacts (Ch. 11 & 12)
<b>Week 12</b>	T, Nov 4	*In-class group hours for brand research
	Th, Nov 6	<b>Quiz 2</b>
<b>Week 13</b>	T, Nov 11	<i>No Class: Veterans Day</i>
	Th, Nov 13	Final Workshop 1 (Branding and media)
<b>Week 14</b>	T, Nov 18	Final Workshop 2 (Excel for media planning)
	Th, Nov 20	Final Workshop 3 (Creativity in media planning)
<b>Week 15</b>	T, Dec 2	<b>Final media plan presentation</b>

## **4. Course Policies**

### **Attendance and Participation**

To ensure academic success in this course, active and regular participation is essential. If you need to miss a class or can't complete an assignment on time, please email the instructor as soon as possible to let them know. If you're unwell or have been exposed to someone who is sick, please stay home and take care of your health. We aim to keep our classes in person, but your well-being is a priority. However, you have a responsibility to prove your absence with a reasonable excuse.

### **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](mailto: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 discussions.

### **Technology Requirements**

It is important to note that 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, and Advertising Insights, 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.

## **5. 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.bluer.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/>).

## **6. 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](mailto: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](mailto: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](mailto: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](mailto: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.