

# **ADV 4300 Media Planning**

## **Spring 2026**

**Weimer Hall, Room 2058 (WEIM 2058)**  
**Tuesdays 13:55 - 16:55**

### **Instructor Information**

Chih-Jeng (George) Huang

Office Location and Hours: Weimer Hall, Room 2020, 14:00-15:30 on Thursdays; flexible by appointment.

Email: [huangc3@ufl.edu](mailto:huangc3@ufl.edu)

### **Course Description**

Media planning is a crucial skill in the media and marketing industries. Mastering it typically requires time and experience. For beginners, it can take a while to gain the confidence and expertise needed to create a media plan independently. This course is designed to help bridge that gap, providing a comprehensive overview of the media planning process and its practical application in the real world.

Throughout the course, you will learn the fundamentals of both traditional and digital media channels, understand how to apply them in media planning, and explore the tools used to conduct in-depth audience research. By the end, you will be able to recognize key characteristics of different media channels, make informed decisions about their use, and complete a media plan for a brand as part of a group project.

### **Course Objectives**

- Students can recognize the advantages and disadvantages of various media vehicles.
- Students will understand how media relates to account planning, creative development, marketing, and public relations.
- Students can explain new innovations and trends occurring in the media.
- Students can perform calculations to evaluate media effectiveness.
- Students will become proficient with tools and software commonly used in the media industry.
- Students can analyze audiences' media habits to plan campaigns effectively.
- Students will enhance communication skills by presenting media recommendations.
- Students can use strategy and insights to evaluate and design a sophisticated and integrated media plan.
- Students can plan campaigns so that messages reach audiences with various media habits.
- Students will prepare for an entry-level industry role in media by integrating acquired skills and knowledge.

## Course Preparedness

We will discuss the advertising, media, and technology that are used in our daily lives. The best way to succeed in this class is to show up regularly, complete the readings, and participate in weekly activities and discussions. Finally, check your email and Canvas frequently for the latest class information and updates.

## Recommended Textbook

Larry D. Kelley, Kim Bartel Sheehan, Lisa Dobias, and David E. Koranda with Donald W. Jugenheimer (2023) *Advertising Media Planning: A Brand Management Approach* (5<sup>th</sup> edition). Routledge: New York, New York.

## Supplemental Readings

Supplemental readings will be made available on Canvas throughout the course.

## Required Materials

### Technological Devices

To participate in our in-class activities, discussions, and complete assignments, you will need access to a device such as a laptop, smartphone, or tablet. These devices will be essential for certain assignments and interactive components of the course.

If you do not have access to any of these devices, please contact me via email. I am more than happy to help accommodate your needs to ensure you can fully engage in our class.

### Calculator

A basic function calculator is needed. Each student is responsible for bringing their own calculator to exams.

## Assignments

- **Final Project (report + presentation)**: For your final project, each team member will contribute to the creation of a comprehensive media plan report, which will later be presented as a team. The report should cover all key elements of the media plan, ensuring a cohesive and actionable strategy. It should also demonstrate how these elements work together to achieve your campaign's goals.
- **Media Insight Presentation**: To broaden your understanding of the media market and environment, you will complete an engaging presentation. This brief presentation will focus on designing a reboot program for a show, enabling you to explore and innovate within the media landscape.
- **Research and Data Assignments**: You will learn how to use six databases or programs for media planning. The individual assignments (homework) will cover the following topics: (1) Excel, (2) Advertising Insights, (3) Nielsen, (4) MRI Simmons, (5) SRDS, and (6) Talkwalker.
- **Quizzes**: Throughout the semester, there will be three in-class quizzes designed to evaluate your understanding of key course concepts covered in lectures, as well as the research and database/program

activities. These quizzes will include a mix of question formats, such as true/false, multiple-choice, and media calculations. You are welcome to use a calculator for any calculations during the quizzes.

- **Activities and Participation:** To foster an engaging and interactive learning environment, we will have various in-class activities and discussions throughout the semester. Participation in these activities is highly encouraged and will be randomly graded. You will receive credit for each activity if you actively participate and submit your name and UFID. To accommodate any unforeseen circumstances, I will drop your single lowest participation score. Please note that beyond this, missing participation scores cannot be made up.

## Grading

Assignments	Percent of Total Grade
Final Project (report + presentation)	30% (15% report + 15% presentation)
Media Insight Presentation	15%
Quizzes	25%
Research and Data Assignments	20%
Activities and Participation	10% (one lowest score dropped)

## Grading Scale

93.00 and above = A	77.00 – 79.99 = C+	60.00 – 62.99 = D-
90.00 – 92.99 = A-	73.00 – 76.99 = C	59.99 and below = E
87.00 – 89.99 = B+	70.00 – 72.99 = C-	
83.00 – 86.99 = B	67.00 – 69.99 = D+	
80.00 – 82.99 = B-	63.00 – 66.99 = D	

## Policies, Procedures, and Resources

### In-Person Course:

Our course is an in-person course. Lecture, discussion, activities, presentations, and quizzes will occur in the classroom. You are responsible for getting notes from a classmate if you are unable to attend class.

Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor. The instructor is only responsible for these instructional materials.

### Course Notes:

PowerPoint slides will be posted on Canvas before each class to help you follow along. However, this will continue only if most students regularly attend class. If attendance drops too low without good reasons, I will stop posting the slides for the rest of the semester. Although I will not take attendance every class, this policy is meant to encourage you to come to class in person, which is important for your learning.

### **Late Work:**

Timely submission of assignments is essential for staying on track in the course. However, I understand that unexpected situations can arise. Here is how late submissions will be handled:

- **Assignments submitted within 12 hours after the deadline** will be accepted without penalty.
- **Assignments submitted between 12 and 24 hours after the deadline** will still be accepted, but a small number of points will be deducted to reflect the late submission.
- **Assignments submitted more than 24 hours after the deadline** will receive a score of zero **unless you have communicated with me in advance** or provided a valid reason.

If you anticipate any issues meeting a deadline, please reach out as early as possible. I am happy to work with you when communication is timely and transparent.

### **Quiz Absences:**

Missing a quiz without permission results in zero. You can make up a quiz if:

- You had an unexpected and unpreventable emergency or illness **and**
- You can provide written documentation about the emergency or illness (doctor's note, accident report) **and**
- You (or at your request) contacted me or the advertising office before the exam. You can contact me by email ([huangc3@ufl.edu](mailto:huangc3@ufl.edu)).

For all who miss the quiz for an excused absence, as defined above, you may schedule a make-up quiz with me.

### **Honor Code:**

Please review the UF Student Honor Code and Student Conduct Code, which can be found at:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.

### **Cheating During the Quizzes:**

Our quizzes are closed-book and closed-notes, which means that you should draw from only your memory during the quizzes. Do not use any other materials, and do not share any answers with your classmates. See the Honor Code section on cheating for more information.

### **Plagiarism:**

Original writing is essential to ethical communication. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during a quiz.

Plagiarism involves the representation of another's work as one's own, for example: (a) Submitting as one's own material that is copied from published or unpublished sources, such as the Internet, print sources, or video programs, without proper acknowledgement that it is someone else's. (b) Paraphrasing another's views, opinions or insights without appropriate acknowledgement or copying of any source as a whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination, paper, computer file, lab report, or other assignment that has been prepared by someone else. (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

**Grade Challenges:**

Grades will not be discussed via email, telephone, or in class. If you disagree with the grade given on any assignment, you must appeal the grade during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal to the assigned grades within two weeks of receiving that grade. After two weeks, all grades are final.

**Email Policy:**

As email has become a preferred method of communication in academia and industry, you must learn to use it effectively. Thus, when emailing me, address me formally. I will generally return it within 24 hours of receiving it. If you need to discuss something in more detail, please visit my office hours or email me to arrange a virtual meeting at your convenience.

**Accommodations:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the “Get Started With the DRC” webpage on the Disability Resource Center site. Students need to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

**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.

**Course Evaluations:**

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.blucra.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

**Tentative Nature of the Syllabus:**

I reserve the right to change deadlines throughout the semester. Furthermore, I reserve the right to change or relocate scheduled lectures to accommodate potential unplanned events. If changes to the schedule are necessary, students will be held responsible for these changes, which will be announced in advance in class.

**Additional Campus Resources for Health and Wellness:**

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services and non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

*GatorWell Health Promotion Services:* For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, [visit the GatorWell website](#) or call 352-273-4450.

**Additional Academic Resources:**

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

[Career Connections Center:](#) Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support:](#) Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email [ask@ufl.libanswers.com](mailto:ask@ufl.libanswers.com) for more information.

[Teaching Center:](#) 1317 Turlington Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio:](#) Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

Academic Complaints: Office of the Ombuds; [Visit the Complaint Portal webpage for more information](#).

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): [View the Student Complaint Procedure webpage for more information.](#)

## ADV 4300 Tentative Course Schedule

Week	Date	Topic	Reading	Assignment Due
Week 1	1/13 (Tue)	Introduction to Class and Syllabus		
Week 2	1/20 (Tue)	Intro to Media Planning, Language of Media Planning, Media Costs & CPM	Ch. 1, 20	
Week 3	1/27 (Tue)	Dynamics of Paid, Owned, & Earned Media + Research & Data Activity #1, Traditional Media Vehicles	Ch. 4 - 6, Ch. 23 - 26	
Week 4	2/3 (Tue)	Non-traditional Media Vehicles, Research & Data Activity #2 <b>Quiz #1</b>	Ch. 27 - 34	Research & Data Assignment #1 Due
Week 5	2/10 (Tue)	Media & Campaign Measurement, Research & Data Activity #3, Media Insights Presentation In-Class Workday		Research & Data Assignment #2 Due
Week 6	2/17 (Tue)	Planning Objectives, Working with a Situation Analysis	Ch. 8, 10, Ch. 40	Research & Data Assignment #3 Due
Week 7	2/24 (Tue)	Defining the Audience + Research & Data Activity #4 <b>Quiz #2</b>	Ch. 11	
Week 8	3/3 (Tue)	Media & Geography & Seasonality, Research & Data Activity #5	Ch. 12 - 13	Research & Data Assignment #4 Due
Week 9	3/10 (Tue)	Media Insights Presentation		Media Insights Presentation Due
Week 10	3/17 (Tue)	No class (Spring break)		
Week 11	3/24 (Tue)	Research & Data Activity #6		Research & Data Assignment #5 Due
Week 12	3/31 (Tue)	Setting Communication Objectives, Strategy & Tactics, Excel Workshop	Ch. 17 & 19	Research & Data Assignment #6 Due
Week 13	4/7 (Tue)	Preparing, Presenting, & Evaluating a Media Plan <b>Quiz #3</b>	Ch. 39, 41, Ch. 43	
Week 14	4/14 (Tue)	In-Class Workday		
Week 15	4/21 (Tue)	Final Presentations		Campaign Report & Presentation Due