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ADV4300: Media Planning (Online Version)

Spring 2026

3 CREDIT HOURS

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## INSTRUCTOR

Kevin VanValkenburgh

Email: [kvanvalkenburgh@jou.ufl.edu](mailto:kvanvalkenburgh@jou.ufl.edu)

Phone number: (404)-451-2802

### Contact

I am always easiest to reach via email through Canvas. I can also be reached and will be active in the class discussion board weekly.

### Office Hours

I will be glad to schedule an appointment with you if you wish. These appointments should be requested with at least 48 hours' notice so I can arrange availability.

### Instructor Bio

My name is Kevin VanValkenburgh and I will be your instructor for this class. I am a 25 year plus year executive level marketing professional who grew up in the business in media planning and buying, expanded into being an expert in digital and content. Currently, I am the Director of Brand, Media and Measurement for Sam's Club and formerly, the Chief Connections Officer for one of the fastest growing and largest independent ad agencies in the Southeast, The Tombras Group.

In my day-to-day role I am the guy who is helping making Sam's Club paid, earned, owned and shared content accountable to hard business metrics like sales and joins. In this role, it is all about the customer journey and how we push or pull a consumer to join, then maximize their long term customer value with our 1st party data and what we know about our customers.

I graduated from Full Sail University as Salutatorian with a Master's Degree in Internet Marketing with a 3.94 GPA and the Advanced Achievement Award, the highest award given by the school.

I have extensive experience in branding, strategy, content development, social media, connections planning, audience development, lead gen, micro segmentation, analytics, PR, CRM, AI and most other current marketing buzzwords of the day.

I have a keen understanding of the role of both traditional and digital in customer acquisition, retention and path to purchase with the ability to make it accountable and profitable to specific measurable KPI's.

I create marketing strategies and campaigns that drive measurable results for brands you know. My campaigns have been featured in national marketing trade publications like AdWeek, AdAge, Digiday and more. I have also been featured in articles in these pubs about digital marketing, Programmatic, Amazon, AI and more.

## COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange “Log in to e-Learning” button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on “All Courses” on this menu. After clicking “All Courses”, you have the option to put the course on your dashboard by clicking on the star to the left of the course’s name.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

## Zoom

All 1-1 meetings or Q and A sessions will be held on Zoom. Details will be provided for access.

## THIS COURSE

### AI Credit Know AI

**SLO1.** Identify, describe, and/or explain the components, requirements, and/or characteristics of AI.

**SLO2.** Recognize, identify, describe, define, and/or explain applications of AI in multiple domains.

### Use AI

**SLO3.** Select and/or utilize AI tools and techniques appropriate to a specific context and application.

## Course Layout

Each week, you will be assigned lectures to watch, readings, assignments, and occasional quizzes. These tasks can be found on each weekly module. This course is designed to give you an overview of the skills used by cross functional media planners. We will address everything from traditional to digital and show how working in media can also be creative.

## Description

The media landscape is undergoing its largest transition in history. What you learn today can be obsolete almost as fast. In this class we will look the channels in the traditional and digital space, the math used in planning, the tools from research to flow charts, programmatic, data and more. ‘

Each week we will have a discussion group that talk about the topic of the week from a different slant. You will be tasked to do outside research, develop point of views and even learn to write a POV.

Your final will be to develop a full blown media plan for Orangetheory Fitness. You will be given a media brief and develop and present your plan live via zoom.

## Objectives

By the end of this course, students will be able to understand:

- The basics of the channels of digital and traditional marketing
- The basics of media math in both digital and traditional
- The basics of marketing and how it applies to planning
- Reading and using marketing research

- How to write a POV
- The basics of presentation
- The basics of creating a media plan
- Critical thinking and idea generation towards a common business goal

## Course Deliverables

You will have a variety of assignments in many different forms from video to written, PowerPoint to discussion and even a live presentation for your final project.

## Required Textbook

The following book is the required textbook that written specifically as a companion to this course. This book is now a second edition after I updated early this year. My goal is to keep this book the most up to date media, content and data driven textbook for students. Please let me know ASAP if you have any issues getting this. It is an important part of the class and the work that will be assigned. This is only available electronically.

Kevin VanValkenburgh (2022). Connect, Engage, Convert, Content. Media and Measurement to Drive Modern Marketing 2nd Edition. Dubuque, Iowa. Kendall Hunt Publishing

ISBN: 9781792492006

## COURSE EXPECTATIONS

There is a lot to learn in this class. In addition to the weekly reading in the required textbooks, it is suggested that you continually read advertising and digital trade publications like Adage, AdWeek, Media Post, Digiday, SEOMoz and more. This reading will help you comprehend how these rules you are learning here are being utilized and broken for clients in the real world as well as introduce you to new technologies, big ideas and breakthrough campaigns in the industry.

It will be important that you fully engage with recorded class lectures as they will be loaded with the information you will need to complete the weekly work. You will also be able to download the decks for future reference and use as if these were a textbook. I will also add other information during the week to help you better understand the assignments and or content as available.

There will be no late work accepted for full credit. Grading deductions for late submissions will follow University policy.

Your participation in weekly discussion is required and there are two separate parts required for the weekly post. These are designed to give you the chance to professionally communicate your thoughts and work on your persuasion. If you are asked a question by me in the thread, you will need to respond to it to gain full marks. Your initial post on the weekly topic will be due at 11:59pm on Wednesday and your minimum of two additional posts in response to others as well as question answers from your instructor or others is due by Sunday at 11:59pm

## Attendance

This is a 13-week course with weekly modules and a final project that you will start to work on in week 10. There is a defined set of objectives for each module. Though our topics will be different every week, there will be times when class themes build, and it is important that you stay current with the work to understand and be able to build these themes together for the final project.

Though we do not have a weekly live meeting time in this class structure, I may be asking questions in discussion and answering any questions you have throughout the week and at various points in the class offer live Zoom Q&A session that attendance is not required but can be very helpful if you are struggling to understand the topics or homework. You can also schedule 1-1 Zooms with me throughout the course.

I will be looking at the discussions and adding questions randomly based on the content. Make sure you are going back in before Sunday night to make sure you do not have unanswered questions.

### Interactions

The best way to get those to me is in email through Canvas as I get alerts in my personal email this way and will see it quicker than if you send straight to my UFL email.

### Accountability

Remember that in the professional world, deadlines and respect matter. This is especially true in the ad agency world. The other important thing I hope you see is that in this class we are playing with fake money. Once you start being a planner in the real world the money is real, mistakes are costly to you and the agency and there are not many do overs. Being detail oriented and on time for your work is paramount. All your communications need to be respectful of the thoughts of others. This is not limited to just the discussion boards but encompassing of all communication in the class. If you are not on time with your work, there will be deductions.

### Ownership Education

As students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

## PREREQUISITE KNOWLEDGE & SKILLS

An understanding of the basics of marketing is required. This class will challenge you to get outside of your comfort zone.

## TEACHING PHILOSOPHY

My teaching philosophy is like what an art or design instructor would take for this course. There are key things that you need to know, and you need to prove that you know them. Then, once you have mastered the key tenants, you can make them your own and I will allow you to showcase your personal style and presentation skills as long as they are still in the lens of professional business communication and conduct.

## COURSE POLICIES

### Attendance Policy

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site regularly including Sundays for discussion.

The attendance policy is consistent with UF's policy, found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## Late Work & Makeup Policy

In the real world, if you miss a deadline, you lose your opportunity. Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. There will be penalties for late work:

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%. No work will be accepted past 24 hours after the due date.

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Suggested technical issue policy: Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>.

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Email your academic advisor and put "dropping a course" in the subject line. Your academic advisor will reply with the necessary procedures.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## Coursework Submissions

In general, all coursework should be submitted through Canvas. For any coursework submitted outside of Canvas. Please notify the instructor if you need to submit your work in a different manner.

## Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays: The following is an example:

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|-----------------------------------|--|
| • <b>Discussion Initial Post</b>  | <b>11:59pm Wednesday</b>                               |
| • <b>Discussion Two Responses</b> | <b>11:59pm Sunday</b>                                  |
| • <b>Weekly Assignment(s)</b>     | <b>11:59pm Sunday</b>                                  |
| • <b>Final Presentation</b>       | <b>Must be Scheduled with Instructor during finals</b> |

## UNIVERSITY 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.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

### Other Resources

Other are available at <http://www.distance.ufl.edu/> getting-help for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/> 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

### Course Evaluation

Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced

and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

## 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 <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the

Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students 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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.



Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct

<https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

## COURSE & ASSIGNMENT DETAILS

### Weekly Lectures

There will be a weekly recorded lecture that will introduce skills or further research needed for the module assignments. These are critical to your success in the course so make sure you are taking notes as you would in a regular classroom. Though my ability to interact with your live is not there, I will answer your questions via email in a timely manner to help you understand concepts you have concerns with.

Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos/weekly reading according to the schedule will be easier as some topics build off others.

### Assignments

There are a variety of assignments in this course that require the communication skills you will need to be successful in any type of marketing job. You will write, create videos and presentation decks for different assignments throughout the course.

### Discussion Groups

Each module has a discussion group project where you are required to create an initial post on topic, then reply to two others and if asked, reply to a question from the instructor to earn full marks. These topics require you to research and use critical thinking, have a point of view and communicate effectively to make your point.

## COURSE DETAILS BY MODULE:

Module 1: What you need to know about Marketing before we can talk about Media

A look at some of the key terms and way they have changed from the marketing funnel to customer journey that are part of modern media planning

Requirements:

- Assignment: Ads and Their Roles
- Discussion: NFTs and Marketing

Module 2: Data and Privacy

Data-driven marketing is not only one of the hottest buzzwords in the industry, it also brings efficiency by creating relevance of ads to targets. Data is also a hot topic due to the rise in privacy concerns. In this week's class, you will learn the three main types of data and how to apply them to real-world strategies.

Requirements:

- Data and Planning
- Discussion: Targeting and Privacy



### Module 3: Strategy for Marketing and Media

Strategy is the backbone of marketing. To really get to a brand, media, or content strategy, you have to ground yourself in research. In this class we will explore syndicated research and learn how to use it to formulate a strategy for audiences. This skill is a must for any type of strategy in any department in an agency or brand and audience development or segmentation is one of the most important parts of modern digital marketing

#### Requirements:

- Assignment: Smoothie King Research Project
- Discussion: Is the Marketing Funnel Dead?

### Module 3 Part 2:

We will go deeper into privacy and legislation and how that is going to affect marketing especially in the digital space.

#### Requirements:

- Assignment: Privacy Cookies and Data
- Discussion: Marketing versus privacy
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### Module 4: Advanced Research for Marketing and Media

This week we will use the work from last week to build out more details to your audiences using psychographics. We will then turn these into personas. At the end of this week, you will have created three custom audiences from MRI research.

#### Requirements:

- Assignment: Research for Channels and Content
- Discussion: Keys to Pulling Great Research

### Module 5: Digital Marketing Basics

This week we will start to break down the basics of digital marketing. We will look at the major channels and talk about their jobs in delivering top-down or bottom-up campaign strategies.

#### Requirements:

- Assignment: Research a CTV vendor
- Discussion: The Importance of Content in Digital

### Module 6: Media Overview: TV and Radio

An overview of terms and details of how TV and Radio is planned and bought

#### Requirements:

- Assignment: Basic Media Calculations
- Discussion: Advanced TV and ACR

### Module 7: Media Overview: OOH and Print

An overview of OOH and Print planning and buying

#### Requirements:

- Assignment: Creative Uses of Pting
- Quiz 1 (TBD)
- Discussion: The Death of Print

#### Module 8: Media Overview Digital Channels

How Digital channels are planned and purchased

#### Requirements:

- Assignment: Media Channel Strategy
- Discussion: Most Important Digital Channels

#### Module 9: Media Overview SEO/SEM

How are SEO and SEM different and basics of planning and buying SEM.

#### Requirements:

- Assignment: Looking at websites like Google
- Discussion: SEO and SEM

#### Module 10: Media Overview: Other Channels and Role of Creativity

How do media planners think outside the box to bring new touchpoints outside of the traditional paid channels

#### Requirements:

- Assignment: Integrations and Stunts
- Discussion: Big Ideas for OTF

#### Module 11: The Planning Process

How do media people create media plans? We walk through the steps

#### Requirements:

- Assignment: Media Channel Review
- Quiz 2 (TBD)
- Discussion: Channel Strategy

#### Module 12: Audiences and Planning

We turn to the start of your final project deck by developing your Orangetheory Audiences that will be part of your final presentation deck.

#### Requirements:

- Assignment: The OTF Audiences
- Discussion: The Future of Media Planning

#### Module 13: The Final Project Kickoff

All of the resources for your final project are here

#### Requirements:

- Assignment: Goals, Competitive and KPIs

- Assignment: Final Project Acknowledgment
- Quiz 3 (TBD)
- Discussion: None

## Module 14: Negotiation Secrets

Learn some of the key secrets of negotiation

Requirements:

- Assignment: The Power of Negotiation Skills
- Discussion: Negotiation Types and You

## Module 15: The Final

This week you will put everything you have learned into a national media plan for Orangetheory Fitness. You will create all the elements using some you have built in previous modules and the addition of a plan with channel recommendations and a flow chart into a live presentation with me over Zoom. Reservation sheets will go out in Module 11.

Requirements:

- 20-minute live presentation with supporting deck
- Discussion: What have you learned?

## Grading

Each of the weekly assignments is worth 10 points

Each of the weekly discussions is worth 5 points

Each of the quizzes are worth 10 points

There is a participation grade (50 PTS) Grade is based on timely work submissions, overall participation in depth of conversation in discussions and overall involvement in the class.

Weekly Assignments are 40% of total grade

Weekly Discussions are 20% of total grade

Quizzes are 9% of total grade

Participation is 14% of total grade

Final Project is 17% of total grade

## More Grading

Scale is Shown Below and Grades will not be rounded.

Your final grade will be rewarded as follows.

A	92.0-100%
A-	90.0-91.99%
B+	88.0-89.99%
B	83.0-87.99%
B-	80.0-82.99%
C+	78.0-79.99%
C	73.0-77.99%

<b>C-</b>	70.0-72.99%
D+	68.0-69.99%
D	63.0-67.99%
<b>D-</b>	60.0-62.99%
E	0 – 59.9

## Course Introduction & Syllabus

Intro videos and an overview of the syllabus can be found in Canvas.