

ADVERTISING MEDIA PLANNING

ADV 6305-8323 Spring 2013

Dr. Lu Zheng
Department of Advertising
University of Florida

Time: T: Period 04-05 (10:40 a.m. to 12:35 p.m.)
R: Period 04 (10:40 a.m. to 11:30 a.m.)
Location: Weimer 1098

E-mail: lzheng@jou.ufl.edu

Office Hours: Tuesday 2:50 p.m. to 4:00 p.m. or
by appointment

Telephone: 392-0453

Office: 2080 Weimer

Required Textbook:

Media Flight Plan VI (Used book not allowed, new book with a new access code only)

Very Helpful Textbooks: (The following two textbooks are not required but I strongly encourage whoever intends to pursue media planning related jobs to read these books closely).

Media Planning & Buying in the 21st Century by Ronald D. Geskey

Media Planning: A Practical Guide (3rd edition) by Jim Surmanek

Required Equipment:

A scientific calculator-It must multiply, divide, add, subtract. (You are not allowed to use your cellphone to calculate media math for quizzes and exams).

Course Description

This course is designed to introduce students to the skills and concepts necessary to place advertising messages in mass media. Students are introduced to the advantages and disadvantages of placing ads in various advertising media. Students need to complete a series of assignments to reinforce the concepts and calculations discussed in class. In addition, students need to form small groups to prepare a comprehensive media plan. Moreover, every student needs to write a research paper on advertising media related issues.

Course Objectives: Expected Learning Outcomes

Upon completion of the course, students will be able to:

1. Describe the role of media planning in the advertising process.
2. Calculate media cost efficiency metrics, including cost per thousand, ratings, shares and GRP.
3. Read and calculate advertising rates from media advertising rate cards.
4. Understand media jargon and terminology used in the media-planning field.
5. Set media reach and frequency objectives.
6. Prepare a comprehensive media plan from a client case to be provided by the instructor.
7. Write a research paper pertaining to advertising media.

GRADING (NOT NEGOTIABLE)

Grades will be calculated according to the following weights.

Assignments & Attendance	10%
Individual presentation	10%
Group presentation	20%
Group media plan project	25%
<u>Individual research paper</u>	<u>35%</u>
Total	100%

ATTENDANCE

Attendance will be taken regularly. Two or more unauthorized absences will lower your final grade by one letter grade. Should medical/family emergencies arise preventing you from attending the class, you need to notify me beforehand and provide acceptable supporting documentations.

GROUP PROJECT: MEDIA PLAN

The class requires the preparation of a media plan based on a case study that will be provided later in the semester. I would recommend you not wait until the last minute to begin it. It is the heart of the course and will be reviewed very critically. Make allowances for catastrophes, such as printer problems, a backlog in the lab, projects for other classes, group problems, and so on. The media plan is due on April 4th. Late projects will not be accepted.

INDIVIDUAL RESEARCH PAPER

In addition to the class requirement, each student is expected to write up an individual research paper, which is due on April 30th, 2013. This research project will involve 1 page topic paper, 8-10 page research proposal, and 15-20 page final research paper, excluding title page, abstract, references and appendix. The paper should include comprehensive list of references that can be found in any peer reviewed social science journal. All papers should be double-spaced, with 12 font size of Times New Roman, and one-inch margins on all sides, and a running head and page numbers.

Your paper will be carefully edited into clear, concise, and grammatical English language. American Psychological Association (APA) style should be followed. If you have not mastered the APA format, buy a copy of the Publication Manual of the American Psychological Association (6th ed.) and learn it well. The vast majority of the major communication journals and scholarly books utilize this format.

AMERICANS WITH DISABILITIES STATEMENT

I want all students to participate fully in this class. However, your assistance is needed. If you have a disability or condition that compromises your ability to complete the requirements of this course, you must first register with the Dean of Student Office. The Dean of Student Office will provide documentation to the student who must then provide me with documentation when requesting accommodation.

DIVERSITY STATEMENT

It is my intention to respect all types of students and viewpoints. I expect you to extend the same courtesy to me and your classmates.

ACADEMIC MISCONDUCT

All acts of dishonesty, including misrepresenting the work of another or assisting any student in misrepresentation, cheating, fabrication of sources, etc., constitute academic misconduct. These issues will be handled in accordance with the Academic Misconduct Policy. There will be no warning or exceptions. Visit the Dean of Students Office website at <http://www.dso.ufl.edu/judicial/academichonestystudent.html> for further details of the policy on cheating.

Tentative Topics, Dates, Readings*

T – Jan 8	Introduction to Course/Getting To Know Each Other
R – Jan 10	Media Planning Overview/Exploring the MFP
T – Jan 15	Media Characteristics: Television & Key Media Terms 1
R – Jan 17	Media Characteristics: Television & Key Media Terms 2
T – Jan 22	Exercises 1 and 2 (Impressions, Rtg, GRP, Reach, Frequency)
R – Jan 24	Media Characteristics: Radio & Relevant Media Terms (Exercise 3 homework)
T – Jan 29	Radio Advertising
R – Jan 31	MRI, Target Audience & Media Quintiles
T – Feb 5	Newspaper Advertising & Individual Presentations
R – Feb 7	SRDS Exercises
T – Feb 12	Internet & Social Media (Group Presentation)
R – Feb 14	Outdoor & Nontraditional (Group Presentation)
T – Feb 19	Advertising Experiment (research lab)
R – Feb 21	NO CLASS-Working on Research Proposal
T – Feb 26	Research Proposal Presentations Magazine, Direct Mail Advertising
R – Feb 28	Continuity Media Mix
T – Mar 5	Spring Break
R – Mar 7	Spring Break
T – Mar 12	Final Project Overview
R – Mar 14	Media Flight Plan Tutorial (Exercises 13, 14)
T – Mar 19	No Class – Work On Media Plan
R – Mar 21	No Class – Work On Media Plan

T- Mar 26	No Class – Work On Media Plan
R- Mar 28	No Class – Work On Media Plan
T- Apr 2	No Class – Work On Media Plan
R- Apr 4	Media Plan Due (Presentation)
Apr 5-Apr 29	No Class – Work On Research Paper
Apr 30	Research Project Due

*The schedule indicates approximate dates/readings. Students are responsible for schedule changes announced in class and/or extra readings that may be assigned and I reserve the right to change things as the course develops.