

ADV4300 | Media Planning | Summer 2015

Section: 0649 | Monday – Friday, 7th Period, 5 to 6:15 p.m. | NSC 0227

Instructor: Walter John Starr, Ph.D. | wjstarr@ufl.edu | 352-339-3276

Office hours: By appointment

TEXTBOOK:

1. Required text: Martin, Dennis G. & Coons, Roberts D. (2015) Media Flight Plan 7 – A Strategic Approach to Media Planning Theory and Practice (7th Edition) Deer Creek Publishing, Provo, Utah. ISBN: 978-0-6159882-8-3.
Your copy must be a new text to allow access to internet resources.
2. Calculator

Course Objectives:

During this course, the student will:

1. Learn how to find the optimal solutions to two broad media problems: which media to select to deliver messages, and how to best use the media selected.
2. Gain a clearer understanding of what media is, and how it assimilates into the overall marketing process.
3. Develop optimal Media Objectives
4. Identify the strengths and weaknesses of the major traditional and non-traditional media.
5. Become familiar with the media terms used in planning, and how to calculate media measurement terms in order to better evaluate media choices.
6. Will create an effective media plan
7. Learn how to make media buys
8. Be familiar with four ways to evaluate their media plan

Course Requirements: The course will consist of two examinations; three in-class text and lecture spot quizzes, several class assignments, and a final group project. You will be responsible for the information presented in class handouts, videos, class lectures, and from guest lecturers.

Exams: You will take two scheduled exams covering the assigned reading and class lectures. Each examination will pose 30 questions or statements (T/F, and multiple-choice) worth two (2) points per question, for a total of 60 points.

Spot Quizzes: Three spot quizzes will be schedule throughout the semester during the first 15 minutes of class. Each will ask ten questions, statements (T/F and multiple-choice), and problems worth two (2) points per question for a total of 20 points.

Homework/exercises: You will receive credit for on-time class assignments. Throughout the semester, you will be required to do homework and make presentations. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, you will not receive points for the task.

Final Project: You will work with a team of classmates to create a media plan for a product. More details will be given to you regarding this project in class.

Guest speakers: One of the exciting opportunities this course provides is access to professionals who work in media, either as media planners or as media buyers. We will work to schedule 1-2 guest speakers who will discuss their work, and give real-life examples on how to be successful in media planning and buying.

Attendance: Required. There is a high correlation between regular class attendance and the best grades. An absence is excused for personal or family health conditions certified by a physician or counselor, a University-recognized holy day, certified University business or participation in a University sporting event, or a certified military obligation. Any other absence must be pre-approved by the instructor one week in advance of the event. In all other cases, you must notify the professor by ten a.m. on the class day that you will be absent in order to be excused. Makeup work for excused absences will be due the next class. Turn it in the minute you walk in the door; I will not ask for it. Make sure this work is clearly marked.

		<u>TENTATIVE</u>	
<u>Grading:</u>		<u>Grade Scale:</u>	
Exam 1	60 points		270-300 = A
Exam 2	60 points		264-269 = B+
Spot quizzes	60 points		240-263 = B
Final project	60 points		234-239 = C+
Class assignments	60 points		210-233 = C
			180-209 = D
TOTAL		300 points	

Policies for Late Work and Exams: There will be no make-up examinations without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, let me know **immediately**, particularly if those problems might potentially hamper your class performance. Expect that late work will not be accepted.

Respect: In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Not bringing any food into the classroom during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.
- Refraining from social networking, texting etc. during class time.

Support for Students with Challenges: I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

Counseling Services: The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

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."

Media Planning Tentative Class Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
<p>July 2</p> <p>Introduction - Syllabus Media, Media Trends and Dynamics, Media Terminology – Chap 1 - MFP</p>	<p>July 3</p> <p>Gathering Marketing Information - SWOT Chap 3 MFP, Setting Media Objectives Exercise 1</p>	<p>July 4</p> <p>Holiday</p>	<p>July 5</p> <p>Review Exercise 1 Selecting the Right Target Audience Ex 6 MFP Behavioral Targeting</p>	<p>July 6</p> <p>Impressions, Hits & Ratings</p>
<p>July 9</p> <p>Quiz 1</p>	<p>July 10</p> <p>Reach and Frequency Traditional Media Ex 2 MFP</p>	<p>July 11</p> <p>Reach & Frequency Non-traditional Media Ex 3 MFP</p>	<p>July 12</p> <p>GRP Calculations</p>	<p>July 13</p> <p>Guest – Alex Patton</p>
<p>July 16</p> <p>Calculating and using CDI and BDI Ex 7 MFP</p>	<p>July 17</p> <p>Media Costs and Comparisons SRDS.com Review for Exam 1</p>	<p>July 18</p> <p>Examination 1</p>	<p>July 19</p> <p>SWOT and Competitor Analysis Ex 9 MFP</p>	<p>July 20</p> <p>CPM, CPMTM and CPP Ex 4 MFP</p>
<p>July 23</p> <p>MFP Online and Media Flowchart Online Tutorial - MFP</p>	<p>July 24</p> <p>Media Scheduling</p>	<p>July 25</p> <p>Quiz 2 Media Quantiles Ex 8 MFP NAD EX 16</p>	<p>July 26</p> <p>Media Markets/DMA's/Metros Ex 11 MFP Media Plan Axe Case Study</p>	<p>July 27</p> <p>Media Campaigns Chapters 3, 4 & 5 MFP ABC's of Witty, Intelligent Writing</p>
<p>July 30</p> <p>Making the Buy Rate Cards, Negotiating & Media Buying Tactics</p>	<p>July 31</p> <p>Pre and Post Media Plan Evaluation</p>	<p>Aug 1</p> <p>Social Networking and Media Planning – Ch 2 MFP</p>	<p>Aug 2</p> <p>Quiz 3</p>	<p>Aug 3</p> <p>Challenges in Media Planning</p>
<p>August 6</p> <p>Media Planning for Viral, WOM and Guerilla Marketing Campaigns</p>	<p>August 7</p> <p>Work on Final Project</p>	<p>August 8</p> <p>Examination 2</p>	<p>August 9</p> <p>Presentations</p>	<p>August 10</p> <p>Presentations</p>

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