

ADVERTISING MEDIA PLANNING

ADV 4300- 1A50 Spring 2014

Dr. Lu Zheng

Time: T: Period 5-6 (11:45 a.m. to 1:40 p.m.)
R: Period 5 (11:45 a.m. to 12:35 p.m.)

Department of Advertising
University of Florida

Location: LIT 0223 (T) LIT 0235 (R)

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Office Hours: Wednesday 2:30 p.m. to 4:00 p.m.
or by appointment

Telephone: 392-0453

Office: 2080 Weimer

Teaching Assistant: Linwan Wu

Office Hours: Monday & Wednesday 2p.m. to 4 p.m.

Location: Weimer G40

Required Textbook:

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

Very Helpful Textbooks: (The following three 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

The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying by Helen E. Katz

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 will learn the advantages and disadvantages of placing ads in television, radio, newspapers, magazines, internet, social media, out-of-home, direct mail and non-traditional media. Students read and assess research from major media research firms. Students also complete a series of media math assignments to reinforce the concepts and calculations discussed in class.

Course Goal

Students learn skills and concepts necessary to place advertising in mass media. Students learn the problems involved in making media decisions and how they relate to the overall advertising process.

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 CPM, CPP, ratings, shares and GRP.
3. Read and calculate advertising rates from media advertising rate cards.
4. Understand media jargons and terminologies 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 professor

GRADING (NOT NEGOTIABLE)

Grades will be calculated according to the following weights.

Assignments & Quizzes	15%
Mini presentations	15%
Exam I	15%
Exam II	15%
Exam III	10%
Media plan	25%
<u>Media plan presentation</u>	5%
Total	100%

Note: There is ZERO tolerance of cheating. Cheating in any of the exams/tests or quizzes will result in an E for your final grade of this course.

PREREQUISITES

ADV 3000, ADV 3001 & ADV 3501 are required to take this class. If you have not satisfactorily completed all prerequisites, you will be administratively dropped from this course. Additionally, students not attending the first two class sessions will be administratively dropped.

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. Unexpected absences will result in **E** for any tests administered or assignments due during the class missed. **No make-up exams and quizzes** will be given UNLESS you have a documented medical emergency or other exceptional circumstances.

FINAL PROJECT: MEDIA PLAN

What will be the form of the final project?

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. Late projects will be accepted only for an approved emergency.

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.

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific

times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

ACADEMIC DISHONESTY

Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”*

Tentative Topics, Dates, Readings

T – Jan 7	Course Introduction Media Planning Overview
R – Jan 9	MRI (Target Audience Identification)
T – Jan 14	Media Quintile (Exercise 8) Media Characteristics: Television & Key Media Terms 1
R – Jan 16	Media Characteristics: Television & Key Media Terms 2 Impressions, Rtg, GRP, Reach, Frequency (Exercises 1 and 2)
T – Jan 21	TV Rating Research
R – Jan 23	Radio Advertising Overview
T- Jan 28	Radio Today in the U.S. (MFP exercise 4 CPP & CPM)
R – Jan 30	Exam I Review Day
T – Feb 4	Exam I
R – Feb 6	Magazine Advertising & Newspaper (SRDS Exercise)
T – Feb 11	Ad\$pende
R – Feb 13	Direct Mail & Mobile Media Planning
T – Feb 18	Social Media & Non-traditional Media Online Media Measurement
R – Feb 20	Exam II Review Day
T – Feb 25	EXAM II
R – Feb 27	Reach, Frequency, GRPs
T – Mar 4	Media Plan Outline I (Situation Analysis, Competitive Information, Media Mix (MFP exercise 9)

R – Mar 6	Geography: BDI & CDI Analysis (MFP exercise 7)
T – Mar 11	Media Plan Outline II
R - Mar 13	Media Flight Plan Tutorial (Exercise 13 & 14)
Mar 18-Apr10	No Class – Work On Media Plan
T- Apr 15	Media Plan Due (Presentations)
R- Apr 17	Exam III Review Day
T– Apr 22	EXAM III

*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.