

ADVERTISING MEDIA PLANNING

ADV 4300- 104C Fall 2015

Time: T: Period 6 (12:50 p.m. to 1:40 p.m.) R: Period 5-6 (11:45 a.m. to 1:40 p.m.)

Class Location: FLG 0260

Department of Advertising

University of Florida

Instructor: Laurie Michaelson, Madv.

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Telephone: 352-262-2103

Office Hours: By appointment

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 are recommended resources for those interested in perusing a career in Media Planning) 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: Scientific calculator-It must multiply, divide, add, subtract. (You are NOT allowed to use your cell phone 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 strategic advertising process. Students will also be give real life examples of the media planning process at organizations and agencies big and small.

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 Media Plans 20%

Exam I 15%

Exam II 15%

Media plan 25%

Media plan presentation 10%

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.

STUDENTS WITH DISABILITIES

If you have a disability and have not already registered with Dean of Students Office please do so. The Dean of Students Office will provide the proper documentation to you to present to the instructor at the beginning of the semester in order to receive the appropriate accommodations.

DIVERSITY STATEMENT

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

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 – Aug 25	Course Introduction
R – Aug 27	Media Planning Overview MRI (Target Audience Identification) Media Quintile (Exercise 8)
T – Sep 1	Media Characteristics: Television & Key Media Terms
R – Sep 3	Media Characteristics: Television & Key Media Terms continued Impressions, Rtg, GRP, Reach, Frequency (Exercises 1 and 2)
T – Sep 8	Media Internship & Media Buying
R – Sep 10	Radio Advertising Overview (MFP exercise 4 CPP & CPM) Exam I Review Day Mobil Advertising
T- Sep 15	Newspaper (SRDS Exercise)
R – Sep 17	Ad\$ponder Online Media Measurement
T – Sep 22	Exam I Review
R – Sep 24	Exam I
T – Sep 29	Digital Media Planning
R – Oct 1	Magazine Advertising Direct Mail
T – Oct 6	Catch up day TBD
R – Oct 8	Media Objectives Reach, Frequency and GRP’s
T – Oct 13	Small Media Plan Project Due Lecture TBD
R – Oct 15	Geography: BDI & CDI Analysis (MFP exercise 7)
T – Oct 20	Guest Lecturer
R – Oct 22	Media Plan Outline I (Situation Analysis, Competitive Information, Media Mix (MFP exercise 9)

T – Oct 27	Media Flight Plan Tutorial (Exercise 13 & 14)
R – Oct 29th	No Class – Work On Media Plan
T- Nov 3	Guest Lecturer – Steve Shepard, Working with Advertising Sales Reps
R – Nov 5	Media Flight Plan Tutorial (Exercise 13 & 14) Talk about Final Project
T-- Nov 10	How to Integrate a Media Plan into your overall marketing and communications objectives
R-- Nov 12	No Class – Work On Media Plan
T- Nov 17	Media Plans Due Media Plan Group Presentations start
R- Nov- 19	Media Plan Group Presentations
T- Nov 24	No Class
R- Nov-26	No Class- Holiday
T- Dec 1st	Class Project
R- Dec 3	Final Exam Review- No- Class but will be available during class time for review or grading questions.
T- Dec 8th	EXAM II

*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.