

ADVERTISING MEDIA PLANNING

ADV 4300-1A30 Fall 2013

Dr. Lu Zheng
Department of Advertising
University of Florida

Time: T: Period 8-9 (3 p.m. to 4:55 p.m.)
R: Period 9 (4:05 p.m. to 4:55 p.m.)
Location: FLG 0285

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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 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%
Media plan presentation	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.

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

R – Aug 22	Introduction to Course/Getting to Know Each Other
T – Aug 27	Media Planning Overview & MRI (Target Audience Identification/Media Quintile) (Exercise 8)
R – Aug 29	Media Characteristics: Television & Key Media Terms 1
T – Sep 3	Media Characteristics: Television & Key Media Terms 2
R – Sep 5	Impressions, Rtg, GRP, Reach, Frequency (Exercises 1 and 2)
T – Sep 10	Radio Advertising CPP, CPM (MFP exercise 4)
R – Sep 12	Exam I Review Day
T – Sep 17	Exam I
R – Sep 19	Magazine Advertising
T – Sep 24	Newspaper (SRDS Exercise)
R – Sep 26	Media Objectives (Reach, Frequency and GRPs) MFP exercise 3
T – Oct 1	Catch up Day(Review & Mini-Presentations)
R – Oct 3	Direct Mail Geography: BDI & CDI Analysis (MFP exercise 7)
T – Oct 8	Social Media & Non-traditional Media
R – Oct 10	Exam II Review Day
T – Oct 15	EXAM II
R – Oct 17	Ad\$pende & Media Flight Plan Tutorial (Exercise 13 & 14)
T – Oct 22	Media Plan Outline (Situation Analysis, Competitive Information, Media Mix (MFP exercise 9)
R – Oct 24	Catch up Day
Oct 29-Nov-18	No Class – Work On Media Plan

R- Nov 19	Media Plan Due (Presentations)
T- Nov 21	Exam III Review Day
T- Nov26	No Class (Thanksgiving Holiday)
R- Nov28	No Class (Review for Exam III)
T- Dec 3	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.**