

ADVERTISING MEDIA PLANNING

ADV 4300-8504 Spring 2013

Dr. Lu Zheng
Department of Advertising
University of Florida

Time: T: Period 7 (1:55 p.m. to 2:45 p.m.)
R: Period 7-8 (1:55 p.m. to 3:50 p.m.)
Location: WEIM 1094

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 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%
Test I	15%
Test II	15%
Test III	10%
Media plan	25%
<u>Media plan presentation</u>	<u>5%</u>
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

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	Impressions, Rtg, GRP, Reach, Frequency (Exercises 1 and 2)
R – Jan 24	Media Characteristics: Television Advertising
T – Jan 29	Media Characteristics: Television Advertising
R – Jan 31	Radio Advertising & Newspaper Advertising (SRDS Exercise)
T – Feb 5	SRDS Exercise & Exam I Review Day
R – Feb 7	Exam I
T – Feb 12	Media Characteristics: Magazine Advertising
R – Feb 14	Media Characteristics: Internet Advertising & Outdoor Advertising
T – Feb 19	Catch-up Day(Review & Mini-Presentations)
R – Feb 21	Media Plan Outline (Situation Analysis)
T – Feb 26	Media Plan Outline (Competitive Information and Media Mix)
R – Feb 28	Media Plan Outline (SOV Exercise 9, Target Audience)
T – Mar 5	No Class – Spring Break
R – Mar 7	No Class – Spring Break
T – Mar 12	Media Plan Outline (Objectives)
R – Mar 14	Media Flight Plan Tutorial (Exercise 13 & 14) BDI & CDI (Exercise 7)
T- Mar 19	Catch-up Day (Mini-Presentations and Exam Review)
R – Mar 21	Exam II

T- Mar 26	MRI & Media Quintiles (Exercise 8)
R - Mar 28	No Class – Work On Media Plan
T- Apr 2	No Class – Work On Media Plan
R- Apr 4	No Class – Work On Media Plan
T- Apr 9	No Class – Work On Media Plan
R- Apr 11	No Class – Work On Media Plan
T-Apr 16	No Class – Work On Media Plan
R- Apr 18	Media Plan Due (Presentations)
T- Apr 23	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.**