

# ADVERTISING MEDIA PLANNING

## ADV 4300 – Spring 2013

**Instructor:** Mian Asim  
Advertising Department  
University of Florida  
**E-mail:** asim73@ufl.edu

**Time:** T 3 & R 3-4 (Weimer 1094)  
**Office:** 239-A Weimer  
**Office Hours:** Tuesday 9:45 to 1:00 p.m.  
**Telephone:** (352) 273-1637

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### Required Texts:

- (1) Katz, Helen (2010). “*The Media Handbook*”, 4<sup>th</sup> edition (Routledge)
- (2) Martin, Dennis & Robert Coons (2011). “*Media Flight Plan*”, 6<sup>th</sup> edition (Deer Creek)

### Course Introduction:

This course is designed while keeping in view the latest media planning trends and practices by the industry. From basic media concepts to devising a comprehensive media plan, this course encompasses nearly all major aspects of applied media planning. This course revolves around performing, analyzing and applying media calculations to create the best possible media scenario in advertising campaigns. Students are expected to learn the use of various media softwares and online tools and resources to conduct meaningful and customized research for their projects.

### Course Format:

This course has been divided into two parts. First, students will learn the fundamentals of media planning in a lecture-based and discussion-oriented class environment. In the later portion, they will work in groups to devise a media plan for a selected client based upon their knowledge and understanding, which they will gain during this course. A series of media exercises from the assigned text, assignments and class tests will encourage and help improve their understanding of basic media planning practices.

### Course Objectives:

Media planning does not happen in a vacuum. The media objectives are strongly contingent upon the overall advertising and marketing objectives and strategies. This course will accommodate students’ prior knowledge and understanding of advertising and marketing while directing their focus more on the media aspect of advertising campaigns. The main objective of this course is to provide sufficient confidence in students so that they can rationally decide which media vehicles they should choose to deliver the optimum campaign results. After a successful completion of this course, students should be able to:

- 1) Know most of the common media related terminologies and concepts;
- 2) Feel comfortable with media calculations, resources, softwares and numerical interpretations;
- 3) Depict a coherent media plan by assembling different pieces of information and data;
- 4) Provide convincing justifications for their decisions related to media strategies;
- 5) Develop a clarity of thought while discussing media in a campaign environment;
- 6) Understand most up-to-date advances in the current media industry;
- 7) Comfortably handle interviews in media related positions; and
- 8) Qualify for an Assistant Media Planner position in ad agencies.

## **Course Requirements:**

### Prerequisites:

ADV 3000, ADV 3001 & ADV 3501 are required to take this class. Non-compliance with this condition will result in an administrative expulsion from the ADV 4300 course per university regulations. Further, students who do not attend the first two class sessions will be administratively dropped.

### Attendance:

Students are strongly advised to maintain an impeccable attendance during the entire length of the course. No roll call will be taken to save class time. The consequences for not attending the class sessions will be unpleasant. Students may miss not only class tests but also important lectures. Class tests and assignments can include lecture points and class discussions not covered by the texts.

### Class behavior and expectations:

The atmosphere of the classroom is of mutual respect. Every member of the class will uphold the self-respect of other members. No cell phone or computing is allowed during the class time. Students are expected not to carry on extraneous conversations with each other. Students are expected to actively participate in class discussions and exchange their view points and experiences freely. This is the way we all learn!

### Make ups:

Only two legitimate absences from the class tests can be excused and make up for provided the student can satisfactorily explain the reason(s) in writing. Make-up assignments may be given in lieu of the missed class test(s). In addition to that, there will be a couple of extra credit opportunities for the entire class like survey participation or special class presentations etc. to gain some extra credits to improve the course grade.

### Teamwork:

Media Planning is a teamwork and group effort. Students are required to work in groups to complete their final media plan. Every student is expected to bear his/her share of work and contribute positively with an exceptional teamwork spirit. Non-compliance with this requirement by any member will bring serious consequences for him/ her, as the negligence of one member can hamper the efforts of the entire team. Any issues in this regard must be brought to the instructor's attention at once before it gets too late for everyone!

### Media plan and presentation:

All students will work in groups to develop a comprehensive and meaningful media plan for a selected client to demonstrate their grip on the subject. This project is the cornerstone of the entire course. Every student must demonstrate a satisfactory progress in it to pass the course as there is no substitute available to replace this requirement. Students need to apply their advertising research abilities, mostly learned from previous courses in advertising.

Applying relevant secondary research will be crucial to the success of the project. The Instructor will select a client and provide some background information and secondary data to all students to make things easier. There is no compulsion that student groups must select the exact client as proposed by the instructor. Rather, they will be encouraged to select a different client if they want to with the instructor's consent.

Each group of students will be required to keep the instructor informed about the progress of the project on a weekly basis. The presentations of the media plan project will be in two parts. In first part students will provide background, objectives, analysis and direction of the plan. In the second part, they will explain their flow chart and expected outcome.

### **Examinations and Class Tests:**

Media math is the core of this course. With an intermediate difficulty level, media math needs to be understood and assessed from an analytical perspective in order to make sense out of numbers and their practical application in various media planning tasks. Media concepts and equations are inter-connected with each other, and without having a proper grip on one concept, it would be useless to approach the next. Therefore, to be a successful media planner, a solid grip and clarity of conceptual thoughts are indispensable. Assignments and frequent class tests will ensure that students correctly understand and feel comfortable with the media and mathematical concepts as the course proceeds.

### **Academic Misconduct:**

All acts of dishonesty, including misrepresenting the work of another or assisting any student in misrepresentation, cheating, fabrication of sources, etc., constitute academic misconduct. These issues will be handled in accordance with the Academic Misconduct Policy. There will be no warning or exceptions. Visit the Dean of Students Office website for further details. URL address is: <http://www.dso.ufl.edu/judicial/academichonestystudent.html>.

### **Americans with Disability Statement:**

All students are expected to participate fully in this class. Instructor will help accommodate anyone requiring special arrangements to attend the class due to disability. If anyone has a disability or condition that compromises his or her ability to complete the requirements of this course, he/she must first register with the Dean of Student Office. The Dean of Student Office will provide documentation to the student who must then provide the instructor with documentation when requesting accommodation.

### **Diversity Statement:**

No one will be treated differently due to his or her race, origin, gender and orientation. Everyone in this class will be treated fairly and everyone has to respect all types of viewpoints.

### **Grading Formula:**

*Your final grade will be based on your performance in:*

<i>3 Class Tests / Quizzes</i>	<i>15 points</i>	<i>(3 x 5 Pts.)</i>
<i>3 Assignments</i>	<i>15 points</i>	<i>(3 x 5 Pts.)</i>
<i>Mid-term Exam</i>	<i>30 points</i>	
<i>Media Project Presentation</i>	<i>05 points</i>	
<i>Media Project Document</i>	<i>35 points</i>	
<i>Total</i>	<i>100 points</i>	

*You will also get multiple opportunities during the semester to earn extra credits to improve your overall grade. Extra Credit may not exceed 3% of the overall grade points.*

**Tentative Course Schedule:**

Below is the tentative course outline. Please note that this syllabus is not a contract and may be changed at any time for any reason by the Instructor. In other words, this syllabus is a general plan for the course. Deviations announced to the class by the instructor may be necessary to control the pace and shortcomings.

<b>Week</b>	<b>Date</b>	<b>Topic/ Activity</b>	<b>Assignments / Tests Notes</b>	<b>Reading Suggestions</b>
1	1/8	Course Overview/ Introductions		Course Outline Document
1	1/10	Media Terminologies		Ch. 1 (MFP)
2	1/15	Media Plan Overview		Ch. 3 (MFP)
2	1/17	Behavioral Targeting & Selecting the Right Target Audience via Crosstab Method	Assignment 1 Due by: 2/7	Ch. 2 & 3 (Media Handbook) Ex. 6 (MFP)
3	1/22	Media Trends and Dynamics		Ch.1 (Media Handbook)
3	1/24	Impressions, Hits and Ratings MFP Flow Chart		Ex. 1 (MFP) Online Tutorial ( MFP)
4	1/29	Marketing Mix and Setting Media Objectives		Ch.8 (MFP)
4	1/31	Reach and Frequency Traditional Media		Ex. 2 & 3 (MFP) Ch. 4 & 5 (Media Handbook)
5	2/5	GRP Calculations (Print, Broadcast & Digital)		Ch. 6 ( Media Handbook)
5	2/7	Concepts of BDI & CDI		Ex.7 ( MFP)
6	2/12	Media Costs and Comparisons CPM , CPM (TM) and CPP	Assignment 2 Due by: 3/12	SRDS.com Ex. 4 (MFP)
6	2/14	Media Quintiles		Ex. 8 (MFP)
7	2/19	SWOT and Competitor Analysis		Ex. 9 ( MFP)
7	2/21	Mid-term Exam		
8	2/26	Mid-term Exam Feedback Media Markets / DMAs		Ch. 7 (Media Handbook)
8	2/28	Media Scheduling, Profiling & Preferring Techniques		Ex. 11 (MFP) Ch. 7 (Media Handbook)
10	3/12	Media Plan & Presentation Discussion		
10	3/14	Media Planning for Online Social Networks & Media Ethics	Assignment 3 Due by: 4/11	Ch. 2 (MFP) Ch. 7 & 10 (Media Handbook)
11	3/19	Media Campaigns MRI+ and Ad Spender		Ch. 3,4 &5 (MFP) Ch. 7 (Media Handbook)

<b>11</b>	3/21	Media Planning for Viral & Guerilla Marketing Campaigns WOM Management Rate Card & Negotiating Tactics		Ch. 5 (Media Handbook) Ch. 8 ( MFP)
<b>12</b>	3/26	Microsoft Excel – Basic Calculations, Pivot Tables & Data Graphs		Ex. 10 & 11 (MFP) Ex. 16 ( MFP)
<b>12</b>	3/28	Media Plan Group Discussion		
<b>13</b>	4/2	Media Plan Group Presentations		
<b>13</b>	4/4	Media Plan Group Presentations		
<b>14</b>	4/9	Media Project day		
<b>14</b>	4/11	Media Project day		
<b>15</b>	4/16	Media Project day		
<b>15</b>	4/18	Make up Exam / Media Project day		
<b>16</b>	4/23	Media Project day		
<b>16</b>	4/25	Media Plan Document due to Sakai by 5:00 p.m.		