

Media Planning

ADPR3120 – Fall 2009

Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication
The University of Georgia
Class Time: T/Th 11:00am-12:15pm

Location: MLC 153

Instructor: Dr. Mariko Morimoto
Office: JRL 249
Phone: 542-8365
E-mail: mmorimot@uga.edu
Office Hours: T/Th 12:30-1:30 pm or by appointment

Required Texts:

- Sissors, Jack Z. and Roger B. Baron (2002) *Advertising Media Planning*, 6th Ed., Chicago: McGraw-Hill. (AMP)
- Martin, Dennis G. and Robert D. Coons (2006) *Media Flight Plan*, 6th Ed., Provo, Utah: Deer Creek Publishing. (MFP)
- Handouts given in class (HO)

Overview:

To maximize effectiveness of advertising campaigns, it is essential to identify and purchase the right space and time in mass media. This course will introduce students to the strategic use of media in advertising and the process of media planning. The topics include interpretations of ratings and market data, media strategies and concepts, and specific buying processes in each advertising medium. By the end of the semester, students will be familiar with the financial, economic and market impact on business strategies as they pertain to media selection. This course will be extremely helpful to students who would like to pursue advertising careers in agencies, for media outlets, or in corporate marketing departments.

Course Objectives:

This course is designed to achieve the following objectives:

- To understand contemporary media planning issues through discussion of current events/trends
- To learn the language/terminology related to media planning
- To gain conceptual knowledge of media forms/types
- To understand how advertising is integrated with other promotional tools to create effective marketing communication plans
- To be familiar with resources available for advertising media planning
- To apply your skills and knowledge through developing a complete media plan

Course Prerequisites:

ADPR 3100

Course Evaluation

Media Flight Plan Assignments	30%
Class Participation/Attendance	10%
Exam #1	15%
Exam #2	10%
Article Review	5%
Group Project (Media Plan)	30%
Total	100%

The following scale will be used to determine the final grade:

93%-100%	A
90%-92.9%	A-
87%-89.9%	B+
84%-86.9%	B
80%-83.9%	B-
77%-79.9%	C+
74%-76.9%	C
70%-73.9%	C-
60%-69.9%	D
59.9% and below	F

➤ **Assignments**

During the semester students will be given several assignments. Students are expected to bring assignments to class, be prepared to discuss them in class and turn them in. Take-home assignments are **due at the beginning of the class on the day they are due. Late assignments will not be accepted and receive NO grade** except in the case of a documented family emergency or a documented personal illness or injury. If you know you will miss a class or will be away on the day an assignment is due, turn it in early. Also, there will be some in-class assignments planned for this course. These assignments must be completed in class; therefore, **no make-up will be given** regardless of the reason for absences.

➤ **Attendance and Class Participation**

Students are expected to attend *all* lectures **on time**, be prepared for that class (i.e. you should read the assigned readings before each class), and to actively participate in class discussion. Attendance will be taken at each class, and you will be allowed a total of three absences which should be used for emergencies such as illnesses. After your third absence, however, you will lose **10 points** for each additional class missed. *Do not schedule appointments during the class time*. If you arrive more than 15 minutes late for a class, you will be counted absent for that day.

➤ **Exams**

Two exams are scheduled for the course. All exams will be administrated in class. The exams will cover material presented in class lectures, including textbook chapters, class discussion, and any other material assigned. The format of each exam will be discussed prior to the date given, but may typically consist of multiple choice, short answer, essay, fill in the blank questions, and/or a case analysis. **No make-up exam will be given, except in case of a documented emergency or serious illness.**

➤ **Group Project**

Early in the semester you will be divided into groups. Each group is required to present their knowledge of the topic to the class and to hand in a report. Reports must be typed, printed out, and handed in on the day they are due. The details and instructions will be provided in a separate handout.

GENERAL CLASS POLICIES

- Regular attendance is important. At times you may need to miss class. If it happens, contact me by phone, e-mail, or visit me in the office to find out the materials covered. *More than three absences are likely to negatively affect your grade in the class.* At the end of the semester, if you are bordering between two grades, your attendance, participation, and performance throughout the semester will become the most critical factors in determining your final grade in the course.
- Tardiness is disruptive to the lecture or other activities when all heads turn to watch your entrance. *If your schedule does not allow you to get to this class on time, drop it and take one that is convenient for you.*
- **Do not schedule your job, other appointments nor activities during your class hour.** It is disruptive and rude to leave a class in the middle of a lecture or discussion. If you must leave, please notify me before class and sit near the most unobtrusive exit and leave quietly. Do not expect me to provide you with missed materials.
- **Written assignments are graded on organization, clarity of issues and arguments, originality and content, as well as on grammar, spelling and punctuation.** Please type and double-space all written work using a 12 point font size. All work including secondary sources must have a reference page (*Journal of Advertising* format) that indicates where the information is obtained.
- Students will be solely responsible for missed class notes, handouts, and any announcements made in their absence, even if they pre-notified the absence to the professor.
- **Late work will not be accepted and will receive NO grade** unless an unexpected emergency occurs. In such a case, valid proof of absence is required. Please contact me as soon as possible.
- **E-mail submission of assignments will NEVER be accepted (and will not be graded).**
- **No make-up exam will be given** except in the case of a documented family emergency or a documented personal illness/injury. Students must contact me before the test time in such a case. Under such a circumstance, the make-up will be given within one week of the student's return to class. However, the makeup may be different from the original. The same exam cannot be given in order to protect the integrity of the exam process. Any makeup exam may be more difficult than the original, and/or it may be in a different format.
- Web-CT is set up for the course (<https://webct.uga.edu>). Students are expected to check it regularly for class announcements, assignment grades, and lecture notes (posted prior to each lecture).
- Students have **10 days** after the exam and assignment grades have been posted to review their work and dispute any questions and concerns regarding their grade.
- Spend time understanding the course syllabus and requirements from the start to cut down on later misunderstanding. After receiving an assignment back, please review all the comments and refrain from making an appointment with me for at least one day. The professor spends a great amount of time to grade everyone's assignment, so please respect that. When we meet to discuss your grades, please bring a one-page, double-spaced typed sheet explaining exactly where and why you disagree with the grade. I will go over your assignment but **I reserve the right to change the grade**--- *this means that it could go up or down upon my further inspection.*
- The professor will not answer any questions regarding the contents of the assignments and exams **24 hours prior to the deadlines and executions.**

- You are expected to come to class regularly, and arrive in class on time, and stay until the end of the class. It is everyone's responsibility to maintain a good leaning atmosphere throughout the class. **You will not be given a credit for attendance unless you stay in class until the end of the lecture.**
- Newspaper reading is an important activity for those who plan to start their career in the field of advertising and/or public relations. However, **the activity must be kept outside the classroom.** If I sense that you are habitually conducting other business in my classroom, I will deduct marks from your participation grade.
- Refrain from using cell phones/pagers in class. They must be turned off during the class time. If a phone rings during class, that student will be asked to leave class for the day. Don't instant message while the professor is lecturing during class.

GENERAL COURTESY

As this is an advertising course, the ability to communicate in a professional and courteous manner both in person and e-mail is extremely important. Keep your communication attitudes and manners **professionally**. Address the professor properly when you communicate in the class or out of the class, including all e-mail correspondences. Do not write your email in lower-case-only style. The professor expects you to be respectful, careful, professional, and mature. These are very critical characteristics for a successful advertising professional. Ask the professor if you have questions on proper styles of communication.

A CULTURE OF HONESTY

All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible to inform themselves about those standards before performing any academic work.

TENTATIVE CLASS SCHEDULE*

Date	Topics/Readings and Assignments
8/18	Introduction to Course
8/20	Media Planning: The Introduction Chapters 1&2 (AMP)
8/25	Consumers and Media in the Context of Advertising Chapter 3 (AMP) In-Class Assignment: Exercise 3 (MFP)
8/27	Getting to Know the Target (1): Situation Analysis & Marketing Strategy Plan pp. 117-131(AMP) Chapter 2 (MFP)
9/1	Getting to Know the Target (2): Who, Where & When? Chapter 7 (AMP) In-Class Assignment: Exercise 5 (MFP)
9/3	Using Mediamark Syndicated Consumer Research In-Class Assignment: Exercises 4 & 6 (MFP) Note: Please print and bring the data from www.mediaflightplan.com
9/8	Basic Measurements of Media & Audience Chapter 4 (AMP)
9/10	Advanced Measurements of Media & Audience Chapter 5 (AMP) Chapter 1 (MFP) Group Project Guideline (HO)

9/15	Reach, Frequency, Rating, Impressions In-Class Assignment: Exercises 1 & 2 (MFP)
9/17	Competitive Analysis pp. 132-149 (AMP) In-Class Assignment: Exercise 8 (MFP)
9/22	Geography & Seasonality's Role in Media Planning Chapter 8 (AMP)
9/24	Exam Review Exam Review Sheet (HO)
9/29	Exam #1
10/1	Print Media: Newspapers and Magazines pp. 223-232 (AMP)
10/6	Group Work Day
10/8	Electronic Media (1): Television, Cable TV & Radio pp. 232-238 (AMP)
10/13	Other Media Vehicles: Internet, Direct Mail, Telemarketing etc. pp. 239-240, 248-257 (AMP)
10/15	Media Planning Strategy (1): The Principles Chapter 10 (AMP)
10/20	Media Planning Strategy (2) : Media Selection Chapter 11 (AMP)
10/22	Group Project Consultation <i>Each group will meet with the professor to discuss the progress.</i>
10/27	Media Planning Strategy (3): Media Buying Chapter 12 (AMP)
10/29	Media Planning Strategy (4): Budgeting Chapter 13 (AMP)
11/3	Testing & Media Planning Chapter 14
11/5	Exam Review
11/10	Exam 2
11/12	Group Work Day --- No Formal Class
11/17	Group Work Day --- No Formal Class
11/19	Group Work Day --- No Formal Class
11/24 & 26	Thanksgiving --- No Formal Class
12/1	Group Project Presentations Peer Evaluation (HO)
12/3	Group Project Presentations Peer Evaluation (HO) Media Plan Due

* The syllabus is a general plan for the course; deviations announced to the class by the professor may be necessary.
It is students' responsibility to find out about schedule changes announced in class and/or readings that may be discussed.