

# Media Planning

ADVR 4327-001/6327-001

Fall 2020

Class Meeting: Virtual Instruction via Zoom, Monday and Wednesday 2:20pm – 3:45pm

*Students may use MJ106 (on-campus computer labs) on Mondays during the designated class meeting time. Other technology spaces will be available elsewhere on campus with longer access periods. Campus-regulated safety precautions must be followed at all times.*

## Dr. Ruoxu Wang

**Office Hours:** Virtual (via Zoom) or by appointment

**Email:** [rwang4@memphis.edu](mailto:rwang4@memphis.edu)

## COURSE REQUIREMENTS

### Catalog description

Procedures for analyzing the advertising situation, writing advertising and media goals and setting advertising appropriations. Use of a microcomputer program to develop and evaluate optimum advertising media schedules.

### Prerequisites

ADVR 3300, MKTG 3010

COREQUISITE: ADVR 4326

### Textbooks, Software and Required Materials

*The Media Handbook (6th edition)* by Helen Katz

*Media Flight Plan (7th edition)* by Dennis Martin & Robert Coons (**Do NOT buy a used copy, as you will NOT be able to access the website.**)

Calculator

### Classroom format

This is a professional program for journalists who are expected to understand, and comply with, deadlines. Think of your class as your “job,” and treat it as such. If you have problems attending class, you are encouraged to make arrangements with your employer or other conflicts that will enable you to fully participate, or drop the class and enroll in it with your schedule allows you to attend. Pop quizzes **cannot** be made up or repeated. Media homework must be turned in at the **beginning** of the class it is due. **No homework may be turned in after class discussion.**

The class will be presented in both the lecture and discussion formats. It is primarily directed toward developing and presenting a media plan for a product or service. Tasks to be completed for the media plan include:

- Developing media objectives, strategy, weighing, and tactics

- Buying media

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 4326-001 to enter your course and read the instructions on the welcoming page

### Grading

Your final grade for the course will be based on the following:

- |                                  |        |
|----------------------------------|--------|
| • Google AdWords certification   | 75pts  |
| • Google Analytics certification | 75pts  |
| • Hootsuite certification        | 75pts  |
| • Media Assignments              | 150pts |
| • Mid-Term Exam                  | 100pts |
| • Final Exam                     | 100pts |
| • Media Plan                     | 125pts |

Comments must be at least two sentences long and relate to the topic being discussed. Any postings deemed irrelevant by your professor will not count, such as short posts such as "I agree." Both the frequency of your postings and the quality of your contributions will be evaluated for your grade in this category. Students who post only on the last day of posting will not get full credit.

### *General definitions of letter grades*

A—Mastery of course content at the highest level of attainment that can reasonably be expected of students at a given stage of development. The A grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study that he/she may be strongly encouraged to continue.

B—Strong performance demonstrating a high level of attainment for a student at a given stage of development. The B grade states that the student has shown solid promise in the aspect of the discipline under study.

C—A totally acceptable performance demonstrating an adequate level of attainment for a student at a given stage of development. The C grade states that, while not yet showing any unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development.

D—A marginal performance in the required exercises demonstrating a minimal passing level of attainment for a student at a given stage of development. The D grade states that the student has given no evidence of prospective growth in the discipline; an accumulation of D grades should be taken to mean that the student would be well advised not to continue in the academic field.

F—For whatever reasons, an unacceptable performance. The F grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content. A grade of F should warrant an adviser's questioning whether the student may suitably register for further study in the discipline before remedial work is undertaken. Of course, the most likely path to F and D grades is to miss classes and not complete the course requirements.

A: 90% or above

B: 80% - 89%

C: 70% - 79%

D: 60% - 69%

F: < 60%

### **Other issues**

Everything must be written in third person—not first or second person. Remember to be consistent and parallel with bullets. Use 12 Times Roman and double spacing for all text. All of these sections must be in one Word document that's attached in an email to me. The extension must be either .doc or .docx. Nothing else will be graded. Do not send your sections as part of an email. Also, you must label your attached file as follows: Lastname\_Firstname.Media Plan. Several items will be posted to the class DropBox.

## **COURSE SCHEDULE**

*Week 1, August 17-21: What is Media?*

Reading: Chapter 1

*Week 2, August 24-28: Media in the Marketing Context*

Reading: Chapter 2

*Week 3, August 31 - September 4: Terms, Calculations, and Considerations*

Reading: Chapter 7

Assignment: Exercise 1, 2, & 3

*Week 4, September 7 - 11: Developing Optimal Media Objectives and Strategies*

Reading: Chapter 3

Assignment: Exercise 4 & 5

*Week 5, September 14 -18: Paid Media*

Reading: Chapter 4

Assignment: Exercise 6 & 7

*Week 6, September 21 - 25: Paid Media*

Reading: Chapter 4

Assignment: Exercise 8 & 9

*Week 7, September 28 - October 2: Paid Media & Mid-Term*

Reading: Chapter 4

Assignment: Exercise 10

*Week 8, October 5 - 9: Owned Media*

Reading: Chapter 5

Assignment: Exercise 11, Google Analytics Certificate Due

*Week 9, October 12 - 16: Earned Media*

Reading: Chapter 6

Assignment: Exercise 15, AdWords Certificate Due

*Week 10, October 19 - 23: Creating the Plan*

Reading: Chapter 8

Assignment: Exercise 18, Hootsuite Certificate Due

*Week 11, October 26 - 30: Evaluating the Media Plan*

Reading: Chapter 10

*Week 12, November 1 - 6: Study Week*

*Week 13, November 9 - 13: Study Week*

*Week 14, November 16 - 20: Final Exam and Media Plan*

Final Exam: November 18, 2:20pm – 3:45pm

Assignment: Media Plan Due

## **ASSESSMENT AND OUTCOMES**

### **Five Pillars in ADVR 4327**

- *Critical Thinking:* Students must demonstrate an understanding of the methods used to plan and buy media.
- *Media Literacy:* Students learn how to plan and buy media to solve a client's problem, gathering information beneficial for strategic campaign planning.
- *Multimedia:* Students prepare a Media Plans Book based on the client's needs.
- *Professionalism:* Students learn the professional standards and strategies of planning and buying media. Additionally, students pass certification for Google AdWords and Hootsuite.
- *Writing:* Students develop writing skills related to planning and buying media, including reporting results to the client.

### **Professional Values and Competencies in ADVR 4327**

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### **How professional values and competencies will be met**

*Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Students will learn to think critically and creatively about media
- Students will understand audience fragmentation and clutter to build the brand.

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Students will learn how to create media plans that are driven by strategic thinking.
- Students will learn how to select and defend their target audiences using demographic, media and brand usage data.
- Students will learn how to use Excel, PowerPoint and Media Flight Plan software.
- Students will master computation, the use and application of syndicated audience research data and important media math concepts.
- Students will learn how to write a media plan.

**How assessment of student learning will be met**

*Awareness*

- Analyzing the advertising situation

*Understanding*

- Writing advertising and media goals

*Application*

- Setting advertising appropriations
- Buying media. The course will require the use of web-based media buying software.

**JOURNALISM AND STRATEGIC MEDIA POLICIES**

**Portfolio requirement**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations,

design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **Email**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **Electronic devices**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### **Attendance**

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright

law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### **Student support**

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

### **COVID-19 protocols for this course**

#### **Student Accommodations**

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at [drs@memphis.edu](mailto:drs@memphis.edu). (<https://www.memphis.edu/drs/index.php>)

#### **Academic Integrity**

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

#### **Student Health**

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu).

#### **Student Resources**

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.