

Advertising Media Planning

JOUR4327-001
Fall 2011
TR 2:40-4:05PM
106 MJ

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COURSE SPECIFIC REQUIREMENTS

CATALOGUE/COURSE 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.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4327:

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- 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.

PREREQUISITES:

JOUR3300 and MKTG3010

TEXTBOOKS:

The Media Handbook (4th edition) by Helen Katz
Media Flight Plan (6th edition) by Dennis Martin & Robert Coons
Calculator. Your cellphone will not be powerful enough.

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 in order 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 FOR JOUR4327:

The course is designed to equip students to perform the following:

- Analyzing the advertising situation
- Writing advertising and media goals
- Setting advertising appropriations
- Buying media. The course will require the use of.

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:

- Analyzing the current situation
- Establishing marketing objectives and strategy
- Developing media objectives, strategy, weighing, and tactics
- Buying media

GRADING:

Quizzes/Media Homework	500 points
Media Report/Presentation	100 points
Major tests	2 @ 150 points=300 points
Final exam	300 points
Media Plan	400 points
Total Possible	1600 points

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

The plus and minus grading scale will be used in this class.

TENTATIVE TIMETABLE:

<i>DATE</i>	<i>SUBJECT</i>	<i>TEXT</i>	<i>OTHER INFORMATION OR MEDIA FLIGHT PLAN</i>
Aug. 30	What is Media?	Chapter 1	
Sept. 1	What is Media?	Chapter 1	
Sept. 6	Media/Marketing	Chapter 2	
Sept. 8	Media/Marketing	Chapter 2	
Sept. 13	Terms/Calculations	Chapter 8	Chapter 1, Math Conventions Exercise 1
Sept. 15	Terms/Calculations	Chapter 8	Chapter 3 Exercise 2
Sept. 20	Developing Objectives	Chapter 3	Chapter 5 Exercise 3
Sept. 22	Developing Objectives	Chapter 3	Chapter 5 Exercise 4
Sept. 27			Test #1 (1, 2, 3, 8) text, <i>MFP</i>)
Sept. 29	Traditional Media	Chapter 4	Media Presentations Exercise 5
Oct. 4	Traditional Media	Chapter 4	Media Presentations Exercise 6
Oct. 6	Traditional Media	Chapter 4	Media Presentations Exercise 7
Oct. 11	Traditional Media	Chapter 4	Media Presentations Exercise 8
Oct. 13			Fall Break/No Class
Oct. 18	No Class/Fall Break		
Oct. 20	Non-traditional Media	Chapter 5	Chapter 2 Media Presentations Exercise 9
Oct. 25	Non-traditional Media	Chapter 5	Media Presentations Exercise 10
Oct. 27			AAF Student Conference No Class
Nov. 1	Non-traditional Media	Chapter 5	Media Presentations Exercise 13
Nov. 3	Non-traditional Media	Chapter 5	Media Presentations
Nov. 8			Test #2
Nov. 10	Creating the Plan	Chapter 6	Chapter 4 Exercise 14
Nov. 15	Creating the Plan	Chapter 6	Chapters 6, 7 Exercise 15
Nov. 17			Discuss/Work on Media Plan Exercise 16
Nov. 22			Discuss/Work on Media Plan Exercise 17
Nov. 24			No Class
Nov. 29			Discuss/Work on Media Plan
Dec. 1			Discuss/Work on Media Plan
Dec. 6			Discuss/Work on Media Plan Last day of class Media Project due
Dec. 8			Study Day
Dec. 13			Final/1-3PM

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

Do not use your cellphone during class.

LAPTOPS:

You are encouraged to bring your laptops to class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

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

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using

your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, and sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- 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;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.