

## **Media Planning**

JOUR4327-001

Fall 2018

MW 2:40-4:05PM

106 MJ

Sandra H. Utt, Ph.D.

334A Meeman Journalism

Office Hours: MR, 10AM-Noon

Office: (901) 678-4795

Cell: (901) 628-2553

Email: [sutt@memphis.edu](mailto:sutt@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.

### **PREREQUISITE:**

JOUR3300 and MKTG3010

### **TEXTBOOKS:**

*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

## GRADING

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

- Quizzes/Media Homework 15%
- Google AdWords certification 5%
- Google Analytics certification 5%
- Hootsuite certification 5%
- Media Report/Presentation 5%
- Major tests 20%
- Media Plan 35%
- Weekly postings on class website
  - 14 weeks @ 10 points each 5%
- Portfolio 5%

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.

The plus and minus system will be used for this class.

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

**OTHER ISSUES:**

Everything must be written in third person—not first or second person. Remember to be consistent and parallel with bullets.

Use 11 or 12 Times Roman for all text. Use 1.5 spacing.

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:

YourLastName.Media Plan

The client for the 2019 NSAC is Wienerschnitzel, the world’s largest hot dog chain. More information to follow

Several items will be posted to the class DropBox.

**TENTATIVE TIMETABLE:**

**We move quickly. Also, I’ll update this timetable throughout the semester.**

<b>DATE</b>	<b>SUBJECT</b>	<b>TEXT</b>	<b>OTHER INFORMATION OR MEDIA FLIGHT PLAN</b>
Aug. 28	What is Media?	Chapter 1	
Aug. 30	What is Media?	Chapter 1	
Sept.4	Media/Marketing	Chapter 2	
Sept. 6	Media/Marketing	Chapter 2	
Sept. 11	Terms, Calculations	Chapter 7	Chapter 1, Math Conventions Exercises 1 and 2
Sept. 13	Terms/Calculations	Chapter 7	Exercise 3
Sept. 17			Student AdFed/4pm/106 MJ
Sept. 18	Optimal Media	Chapter 3	Chapter 2 Exercise 4
Sept. 20	Optimal Media	Chapter 3	Exercise 5 Memphis AdFed/11:30AM
Sept. 25	Paid Media	Chapter 4	Exercise 6
Sept. 27	Paid Media	Chapter 4	Exercise 7
Oct. 2			Test #1 (1, 2, 3, 7) text, <i>MFP</i> )
Oct. 4	Paid Media	Chapter 4	Exercise 8
Oct. 8			Student AdFed meeting/4PM/106MJ
Oct. 9	Paid Media	Chapter 4	Exercise 9
Oct. 11	Paid Media	Chapter 4	Exercise 10
Oct. 16			Fall Break/No Class
Oct. 18	Owned Media	Chapter 5	Media Presentations Exercise 11 Memphis AdFed meeting/11:30AM (tentative)
Oct. 19			Google Analytics deadline (send proof of completion)

Oct. 23	Owned Media	Chapter 5	Media Presentations Exercise 14
Oct. 25	Earned Media	Chapter 6	Media Presentations Exercise 15
Nov. 1	Earned Media	Chapter 6	Media Presentations Memphis AdFed 4PM/11:30AM
Nov. 2			AdWords Deadline (11:59PM) (send proof of completion)
Nov. 6	Creating the Plan	Chapter 8	Chapter 5
Nov. 8	Creating the Plan	Chapter 8	Chapter 3 Exercise 18
Nov. 10			Hootsuite competition (11:59PM) (send proof of completion)
Nov. 12			Student AdFed Meeting/4PM/106MJ
Nov. 13	Evaluating the Plan	Chapter 10	Chapters 6, 7
Nov. 15	No class		
Nov. 20			Test #2
Nov. 21			Thanksgiving
Nov. 27			Work on Media Plan Catch-up (if needed)
Nov. 29			Discuss/Work on Media Plan Catch-up (if needed)
Dec. 3			Discuss/Work on Media Plan
Dec. 11			Student AdFed / 4PM/ 106 MJ Media Plan deadline 3PM

### **FIVE PILLARS OF ADVR4327**

- *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.
- *Multimedia:* Students prepare a Media Plans Book based on the client's needs. Additionally, they must post weekly on the class's Facebook page.
- *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.

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR4327:

- 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.

### 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 FOR ADVR4327:

#### *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.

## DEPARTMENT 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 contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:**

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.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 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). 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 and Strategic Media 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.

Further, as this is a journalism/mass communication 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 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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

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. Mass communications 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.