Course Description

This course will introduce you to the process of media planning and how it fits into the marketing function for brands, products and services. This process involves the creative and strategic use of media vehicles to deliver advertising messages to the target audience at the right time, through the most appropriate communication channel, and in a cost-efficient manner. This course covers basic concepts of marketing and marketing communication and media planning, including characteristics of advertising media, media terms and math, media strategies and tactics, and media plan development. The course provides you with advertising media planning knowledge necessary for advertising and marketing communication campaigns.

Course Objectives

When you complete this course, you should be able to:

- Understand the contemporary media planning environment through the discussion of current events, trends, controversies, and ethical dimensions
- Know the language/terminology related to strategic media planning
- Be familiar with the resources, data, and research tools available for advertising media planning
- Develop an understanding of traditional media and emerging media and their use as advertising vehicles
- Gain conceptual knowledge of media industries, relationships between those institutions, media types/vehicles and other contact points available to reach diverse audiences
- Understand how advertising is integrated with other promotion tools to create effective marketing communication plans
- Be able to effectively use the critical thinking skills involved in the media planning process to reach creative solutions to advertising challenges
- Effectively communicate media planning concepts and recommendations in both written and verbal form.
Required Texts/Supplies

- Additional readings available via email, in class, or on D2L.
- A Calculator

Recommended Text


Course Requirements

Class Participation & Attendance
You are expected to attend all lectures on time, be prepared for each class (i.e., you should read the assigned readings and complete assignments before each class), and actively participate in class discussions. Attendance will be taken at each class, and you will be allowed a total of two absences without penalty or question. This does not apply to test days or presentation days. Any absences above two will not be excused except due to a documented emergency or serious illness. In case of these emergencies, appropriate documentation (e.g., doctor’s notes, obituaries) must be handed in to me the NEXT class period. After your second absence, however, you will lose points from your attendance grade for each additional class missed. It is not in your best interest to schedule appointments during class time. If you arrive more than 15 minutes late for a class, you will not receive full credit for attendance that day.

Assignments & Quizzes
During the semester you will be given several assignments. You are expected to complete and bring assignments to class, be prepared to discuss them in class, and turn them in on time. Take-home assignments must be turned in at the beginning of the class on the day they are due. Late assignments will not be accepted and will receive a zero 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 to me in advance of the class in which it is due. There will also be some in-class assignments or quizzes planned for this course. They will be completed in class; therefore, no make-up will be given.

Mini-talk
Each team (2 people) will give a “mini-talk” during the semester by preparing a 15-20-minute presentation (including a class discussion) led by your group. You will be asked to share a successful ad campaign focusing on the media plan. In the presentation, you will include the agencies executing the campaign, media strategies and tactics, approximate budget (if the information is found), and results of the campaign. The details and instructions will be provided later. *You must submit the slides and discussion questions to me via email (hwang7@uwm.edu) at least 24 hours before your presentation.

Exams
Two exams are scheduled for the course. These exams will be administered during the class hour on October 16th and November 13th. The exams will cover material presented in class lectures,
textbook chapters, class discussion, and any other assigned material. The format of each exam will be
discussed prior to the date given, but may typically consist of multiple choice, true/false, and short-
answer questions. You should refrain from any behavior that would unfairly improve your grade or the
grade of another student. Do not share any information about the content of the exam with anyone,
anytime. Failure to follow this policy may result in a failing grade on the exam and potential failure of
the course. If you miss an exam, you will receive a grade of ZERO. No make-up exams will be given,
except in case of a documented emergency or serious illness. Any make-up exam may differ from the
original (to maintain the security of the exam).

Group Project

You will have a chance to show how you can apply your knowledge and understanding of the media
planning process by developing and presenting a comprehensive media plan for a specific product.
Students will be divided into planning teams. Each team is required to present their knowledge of the
topic to the class and to hand in a report. Final reports must be typed, printed out, and handed in by
the due date (December 18th, 5 p.m.).

You will create your own team and must work together and find ways to resolve any problems that
might occur, such as fairly dividing responsibilities and then cooperating with others despite their
differences in abilities, ideas, or attitude. Remember that a good product (not only tangible products
but also thoughts and ideas) is created through collaboration with a number of different people from
different backgrounds and thoughts. Your group project grade will account for 30% of your final
grade. The grade will be weighted by team members’ evaluations, and thus each and every member
has to make a serious effort in contributing to the project. The details and instructions will be provided
later.

Grading

Class Participation/Attendance 10%
Assignments/Quizzes (MFP, problem sets, etc.) 15%
Mini-talk 5%
Exam 1 20%
Exam 2 20%
Group Project (Media Plan) 30%
Total Grade 100%

Letter grades will be assigned following the scale below:

92.5% - 100% A
89.5% - 92.4% A-
86.5% - 89.4% B+
82.5% - 86.4% B
79.5% - 82.4% B-
76.5% - 79.4% C+
72.5% - 76.4% C
69.5% - 72.4% C-
66.5% - 69.4% D+
62.5% - 66.4% D
59.5% - 62.4% D-
59.4% and below F
Course Policies

D2L

Additional information, including additional reading assignments and last-minute updates, can be found on D2L (http://d2l.uwm.edu/). It is your responsibility to log into D2L regularly for updates, announcements, e-mails, and any last-minute changes to speakers or meetings etc.

Professionalism and Respect

Habitual tardiness, class misconduct, and disrespect to your fellow classmates and instructor will be seen as a lack of professional respect and decorum and will be dealt with individually, or publicly if need be. The instructor reserves the right to deduct points from your final grade for excessive tardiness, inappropriate behavior, and/or lack of group participation (doing your share of the work).

Cell phones & Laptops

Refrain from using cell phones in class; please turn them off during class time. Laptops may be used for the purpose of taking notes and other course-related activities during class.

Plagiarism

UWM is “a community of scholars” including students. As a member of this community, truth should be your highest objective. Anyone lifting material from other sources will receive a grade of F on the assignment, which may result in failure of the class. Plagiarism includes:

- Directly quoting the words of others without using quotation marks or indented format to identify them; or,
- Using sources of information (published or unpublished) without identifying them; or,
- Paraphrasing materials or ideas of others without identifying the sources.

For more information on plagiarism and academic misconduct, consult:

https://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/

Accommodation

If you need special accommodations in order to meet any of the requirements of this course, you must contact Accessibility Resource Center (ARC). For more see:

http://uwm.edu/arc/

After you receive accommodation approval, it is imperative that you see me during office hours so that we can work out whatever arrangement is necessary.

University Policies

For other university policies such as religious observance, incompletes, discriminatory conduct, complaint procedures, grade appeal procedures, and final examinations, consult:

http://uwm.edu/secu/syllabus-links/

Getting the Most Out of this Class

For maximum benefit, you should do assigned readings and problems in advance of class and be prepared to answer questions and discuss materials. It makes the class more rewarding and interesting for everyone. If we are doing an assignment in class, make sure you are working on the assignment rather than on other activities.

You can increase your learning and enjoyment of the course material by observing current issues and
practices in media planning. You can do this by paying attention to current advertising campaigns and their use of certain media vehicles and by reading the advertising trade press and e-newsletters. Advertising Age, Medialifemagazine.com and Adweek are available online.

Please feel free to ask questions in class or come by to see me in my office. If my office hours aren’t convenient, just let me know and we can set up an appointment.

Allocation of Student Time for the Semester

The average student should expect to devote about 145.5 hours during the semester to this class. Please note that some students might need to devote more than that average to meet the learning outcomes. This total includes about 30 hours devoted to classroom learning, about 28 hours to online reading and/or listening to lecture or other material, about 5 hours for presentations, about 2.5 hours taking exams, about 40 hours completing required assignments, and about 40 hours for course preparation and study.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics</th>
<th>Reading</th>
<th>Exercises/Assignments*</th>
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<td>Course Introduction</td>
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<td>9/6</td>
<td>Excel workshop</td>
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<td>2</td>
<td>9/11</td>
<td>Current Media Landscape &amp; Role of Media in Brand</td>
<td>(MFP) Ch. 4-5</td>
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<td>Communication</td>
<td>(G) Ch. 2-4, 5, 9</td>
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<td>9/13</td>
<td>Media Planning Process &amp; Situation Analysis</td>
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<td>3</td>
<td>9/18</td>
<td>SA: Consumer research &amp; Understanding Crosstabs</td>
<td>(G) Ch. 11</td>
<td>(MFP) Ex. 6,7</td>
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<td>9/20</td>
<td>Research Resources for Situation Analysis (SA)</td>
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<td>9/25</td>
<td>SA: Media Quintiles</td>
<td>(MFP) Ex. 9</td>
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<td>9/27</td>
<td>SA: Competitive Spending Analysis (Media mix/SOV)</td>
<td>(G) Ch. 10</td>
<td>(MFP) Ex. 10</td>
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<td>10/2</td>
<td>SA: Geography’s Role &amp; Seasonality/Timing</td>
<td>(G) Ch. 12-13</td>
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<td>10/4</td>
<td>Group Activity: Competitive analysis &amp; BDI/CDI</td>
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<td>6</td>
<td>10/9</td>
<td>Communication/Media Objectives</td>
<td>(MFP) Ch. 6-7</td>
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<td>10/11</td>
<td>Exam review</td>
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<td>7</td>
<td>10/16</td>
<td>Exam 1</td>
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<td>(MFP) Ex. 1-3</td>
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<td>(G) Ch. 19</td>
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<td>10/18</td>
<td>Media Strategy/Tactics &amp; Media Language</td>
<td>(MFP) Ch. 1</td>
<td>(MFP) Ex. 1-3</td>
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<td>(G) Ch. 19</td>
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<td>8</td>
<td>10/23</td>
<td>Group Activity: Situation analysis</td>
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<td>10/25</td>
<td>Traditional Channels: Broadcast</td>
<td>(G) Ch. 16</td>
<td>(MFP) Ex. 5</td>
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<td>Cost Efficiency (CPP)</td>
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<td>Project Part I due** by 5 pm</td>
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<td>9</td>
<td>10/30</td>
<td>Traditional Channels: Print &amp; OOH</td>
<td>(G) Ch. 16</td>
<td>(MFP) Ex. 5</td>
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<td>Cost Efficiency (CPM)</td>
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<td>11/1</td>
<td>Digital Advertising</td>
<td>(MFP) Ch. 2-3</td>
<td>(MFP) Ex. 18</td>
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<td>(G) Ch. 17-18</td>
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<td>10</td>
<td>11/6</td>
<td>Scheduling &amp; Budgeting</td>
<td>(G) Ch. 13-14</td>
<td>(MFP) Ex. 11</td>
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<td>11/8</td>
<td>Media Flight Plan Simulation</td>
<td>(G) Ch. 19</td>
<td>(MFP) Ex. 4</td>
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<td>Exam review</td>
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<td>Exam 2</td>
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<td>Mini-talk 1</td>
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<td>11/27</td>
<td>Mini-talk 2</td>
<td>Cases</td>
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<td>11/29</td>
<td>Individual Group Appointments with Instructor</td>
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<td>13</td>
<td>12/4</td>
<td>Group Activity: Developing Creative Media Strategies &amp; Tactics I</td>
<td>(MFP) Ch.</td>
<td>(MFP) Ex. 18</td>
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<td>12/6</td>
<td>Group Activity: Developing Creative Media Strategies &amp; Tactics II</td>
<td>(G) Ch. 17-18</td>
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<td>Presentations</td>
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<td>12/18</td>
<td>Final Report due by 5 pm</td>
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Note.

This is a tentative schedule and subject to revision at the instructor’s discretion.

October 1st is the last day to drop classes without a grade of “W.”

(MFP): Martin, Dennis G. and Robert D. Coons, Media Flight Plan, 7th Ed.


*Assignments will be given after the topic for the day is discussed. It is not the due date.

** Project Part I should include at least 1) extensive, thorough situation analysis (including market research, brand research, consumer research); 2) SWOT; and 3) the problem statement. Your Project Part 1 is due October 25th by 5 pm.