



PR-Advertising Media Strategy

MMC 3008

Instructor

CIS 30--

Type: Class Lecture

Meeting times:

Course Description:

PR: ADV 3008, MMC 2100 and PUR 3000

Problems, techniques, strategy of media research, planning, budgeting and effective utilization in the full range of public relations, advertising and strategic communications.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- Complete a research-based media plan strategically integrating advertising media placement, media relations techniques, and sponsorships to address a marketing communications problem;
- Utilize industry accepted secondary sources such as (SRDS, SMRB, MRI, Nielsen, etc.) coupled with primary research of consumer behavior, lifestyle, demographics (gender, age, race, geography, etc.), self-identity (sexual orientation, ethnicity, political and social views, etc.) and media preferences and usage to analyze media situations;
- Master essential planning principles and application of industry standard terms, definitions, and accepted media measurements and calculations (indexing, seasonality, weighting, pulsing, CDI/BDI, psychographics, etc.) for effective message distribution through traditional mass media and nontraditional vehicles;
- Demonstrate team and independent critical analysis of the difficult choices related to monetary spending and message creation and distribution to large, niche, and diverse audiences;

- Understand Media's evolving role in the communications landscape and connecting with target audiences considering the explosion of media options;
- Understand how to assess marketing situations, think critically about them, and strategically design media solutions that effectively address issues for brands.

REQUIRED TEXTBOOKS

Martin, D. & Coons, R. (2015). Media Flight Plan (7th ed.). Provo, UT: Deer Creek Publishing. ISBN: 9780615988283. (Must be a new copy with software access code)

Sissors, J. & Baron, R. (2010). Advertising Media Planning (7th ed.). New York: McGraw-Hill. ISBN: 9780071703123. E-book Link:

<http://lib.mylibrary.com.ezproxy.lib.usf.edu/Open.aspx?id=276466>

Geskey, Ronald D. (2015). Media Planning & Buying in the 21ST Century, 3rd Edition. 2020: Marketing Communications, L.L.C.

COURSE METHODS

General. The course will start with basic media concepts such as the meaning of exposure, rating, reach, frequency, etc. After the concepts are understood, the remainder of the course will focus on the implementation of concepts by solving a marketing problem through the use of media. This should culminate in the creation of a media plan that student teams should hand in for grading.

Lecture & Discussion. As in most areas of study, presentation of material by the instructor is necessary to adequately cover the scope of advertising media planning. Hopefully, students will actively participate in discussion of topics presented in the text and during class. Over the semester, considerable amount of time will be devoted to discussions of the media project. You will be asked to express your ideas about media decisions and to defend your decisions publicly. Other students need to learn to be critical of the ideas they hear.

Exam. There will be one midterm exam in this course. The exam includes short answer questions as well as media math problems for you to solve. At the exam you should bring a pocket calculator with fresh batteries. You may be tested on the content of assigned textbook readings that was not discussed in class, and on lecture information not covered in the textbook. Any disagreement concerning grading must be resolved within two weeks of the exam.

Media Project. A key element of the course is a team project in which you and your team members develop a complete advertising media plan for Snapple, the client sponsor of the 2016 National Student Advertising Competition (NSAC). At the end of the semester each team will submit a written report to the instructor, and a final oral presentation will be done by each team. Every team member should learn how to present a media plan to the client and how to defend it. Individual grades will be assigned as a function of: (1) peer evaluation, (2) progress reports in the form of memorandums, (3) oral presentation, and (4) final written report. The project is also designed to be an addition to your portfolio—a potential employer may view your project to evaluate you.

Media Memorandums. In addition to the final written report, the media project will be structured around a set of written memorandums described below. The purpose of the memos is twofold: (1) to set realistic deadlines for completion of work on the project, and (2) to stimulate the interaction of project teams with the instructor. Each memo should be viewed as a progress report on the media planning process.



Media Memorandums (cont'd).

1. **Situation Analysis:** A three-page (typewritten, double-spaced) memo, which describes your analysis to date of the marketing situation. The memo is a progress report, not a final analysis of the marketing situation. It should stress key findings of the market, product, and consumers, identify problems and opportunities, and set the stage for key media decisions. Due: March 3.
2. **Advertising Objectives & Target Audience:** A three-page (typewritten, double-spaced) memo which includes two elements: (1) a statement of the advertising objectives and rationale, and (2) a definition of target audience and rationale. Due: March 10.
3. **Media Objectives:** A three-page (typewritten, double-spaced) memo, which states your media objectives (reach, frequency, continuity, etc.) and a rationale explaining why you chose the media objectives. Due: March 24.
4. **Media Strategy:** A three-page (typewritten, double-spaced) memo outlining your basic media strategy, including (1) your selection of media types and rationale, (2) media weighting, budget allocations and rationale. Due: March 31.

Homework Exercises. There will be a series of exercises from Media Flight Plan designed to give you experience with various media concepts, sources, and the media planning software. All exercises should be completed independently (i.e., on your own) before their due dates specified in the course schedule. There is no point value for the exercises; they are assigned to

assist in your study of the material and to aid in exam preparation. Solutions to the exercise problems will be posted on Canvas. However, you should look up the solutions only after you have completed the exercises on your own.

How to Get an A in this course

📖 **Work very, very hard** This course aims to prepare you for the rigors as well as the reality of the advertising business. As you approach key deadlines and the final presentation itself, expect to put in some extra nights and week-ends.

📖 **Be a good team member** A team is only as strong as its weakest, laziest and least productive member. The same is true of advertising agencies and departments. Don't just do what's assigned and expected of you. Do more. Be helpful. Also, be human. Part of the exercise is to learn to work intelligently with others.

📖 **Reach for the stars** Try for great originality of thought. Don't settle for crap- py ideas or sloppy work. Encourage others to do their best. Pursue excellence as if your life depended on it.

📖 **Be a pro** This course is not just about media planning, it is also about learning how to become a pro. The business world has its share of bullies, prima donnas, and people who are just plain difficult. This course is not designed to contribute new stock to these breeds. Don't be selfish and lazy. Be generous, compassionate, and helpful to others. Be a pro.

Class Attendance. Early departures from class, late arrivals, and absences are all considered part of your final grade. Attendance can considerably affect your grade. You are allowed one absence for the semester; after that there are no excused absences—except in such extenuating circumstances as family or medical emergencies—and each missed class will cost you 5% of the final grade. Also note that tardiness counts the same as an absence. Class starts at 2:00 p.m., and you must be in class by 2:05 p.m. Please take this attendance policy very seriously to avoid such dreadful consequences as failing the course.

Course Website. The course website is accessible at Canvas. You will find lecture notes, reference materials, exam study guides, web links, and other useful course related information there. Frequent visit and use of the site will greatly facilitate effective learning in this course.

Academic Integrity. No form of scholastic dishonesty will be tolerated under any circumstances. Cheating is defined as using or attempting to use, giving or attempting to give, obtaining or attempting to obtain materials or information relative to a quiz or exam or other work that a student is expected to do alone and not in collaboration with others. Plagiarism

(copying) of themes or other written work shall also be considered an infraction. All such cases will at a minimum receive a zero grade for that particular assignment, quiz, or exam, and at a maximum may result in an “F” or “FF” grade in the course. Please read USF Undergraduate Catalog (pp. 43-47, <http://ugs.usf.edu/pdf/cat1314/08ACADEMICPOL.pdf>) for more information.

METHOD OF EVALUATION

Student evaluation will be based on the student's composite performance in the following areas:

Assignment	%
Media Project	
— Final media report	30
— Memorandums	15
— Oral presentation	10
— Peer evaluation	10
Midterm Exam	30
Quizzes	5
Total	100

The following plus/minus grading scale is used to determine letter grades.

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<i>SUPERIOR</i>			<i>AVERAGE</i>		
Grade	GPA	Percent	Grade	GPA	Percent
A+	4.00	96-100%	B+	3.33	84-87.9%
A	4.00	92-95.9%	B	3.00	80-83.9%
A-	3.67	88-91.9%	B-	2.67	76-79.9%
<i>BELOW AVERAGE</i>			<i>MUST RETAKE COURSE</i>		
Grade	GPA	Percent	Grade	GPA	Percent
C+	2.33	72-75.9%	D	1.00	60-63.9%
C	2.00	68-71.9%	F	0.00	0-59.9%
C-	1.67	64-67.9%			

Make-up Exams. Make-up exams will be given only for a documented illness or family emergency, and only if the instructor is notified prior to the exam. If given, make-up exams will be permitted at only one scheduled time. Since exams will be discussed in class, if you have a legitimate excused absence, you have the responsibility to contact me to take that test before attending class again. No grade higher than a 60 will be given on make-up tests taken after the answers have been discussed in class.

OTHER IMPORTANT COURSE POLICIES

Math and computers. You don't have to be a computer wizard, nor need you be a genius at mathematics, to do well in this course. The math involved in this course is fairly straightforward and we will review them together in class. If you have questions or encounter difficulties in class, please don't hesitate to see me during my office hours. Remember, during my office hours, my time is yours.

Use of Electronic Devices in the Classroom. Students must not abuse the use of cell phones in class. Ringtones must be turned off and, if on, cell phones must be in vibrate mode. Students may use laptop computers or tablets in the classroom to take notes and for specific uses authorized by the instructor. Other uses of laptops and tablets such as instant messaging, game playing, and Internet surfing during class time are strictly prohibited. Students who violate the policy will be warned and may be asked to leave the class if the behavior continues.

Incomplete Grade. The incomplete “I” grade will only be given to students who make arrangements for it. A student who has yet to complete course material at the end of the term and has not arranged for an incomplete will receive an “F” for the uncompleted material and a final grade which reflects that grade.

Class Deportment. An important aspect of any classroom is how students behave or conduct themselves in class. Some behaviors are inappropriate for college students; primarily, behaviors that disturb the class while lectures are in progress, or when other students are asking questions or doing assigned work. Such behavior will lower your course grade as much as one letter grade per occurrence; eventually the professor may ask you to leave the class. Remember, you are preparing to become professionals; therefore, you are expected to behave like professionals.

Diversity. As part of national accrediting standards, the USF School of Mass Communications complies with the following: “In course offerings across the curriculum, units also must help prepare students to understand, cover, communicate with, and relate to a multi-cultural, multi-ethnic, multi-racial, and otherwise diverse society. They must also include in their courses information about the major contributions made by minorities and women to the disciplines covered in the unit.”

Religious Observances. Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date to the instructor, in writing, by the second class meeting.

Student Disabilities Accommodations. Students in need of academic accommodations for a disability may consult with the Office of Students with Disabilities Services to arrange appropriate accommodations. Students are required to give reasonable notice prior to requesting an accommodation.

Emergency Statement. In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Canvas sites for each class for course specific communication, and the main USF, college, and department websites, emails, and MoBull messages for important general information.

Class Materials. Audio taping and note taking for the purpose of sale are strictly prohibited. Any violation of this policy may result in failure in the course.

REFERENCES

The following provides a list of useful advertising media references. You are strongly encouraged to check these references on a regular basis. You'll find these references useful for you to prepare your media plan.

Trade Publications: Advertising Age (adage.com), AdWeek (adweek.com), American Demographics (americandemographics.com), Brandweek (brandweek.com), Direct Marketing, DM News (dmnews.com), Editor & Publisher (mediainfo.com), Marketing News (marketingpower.com), Marketing Tools (marketingtools.com), Mediaweek (mediaweek.com)

Market and Media Data Sources: Arbitron (arbitron.com), Kantar Media (kantarmediana.com), Nielsen (nielsen.com), GfK MRI (Mediamark) (gfkMRI.com), SRDS (Standard Rates and Data Services) (srd.com), Simmons Media and Markets Report (smrb.com)

Useful Web Sites: Admedium (ciadvertising.org), Advertising Media Internet Center (amic.com), Advertising Research Foundation (arfsite.org), Advertising World (advertising.utexas.edu/world), American Association of Advertising Agencies (aaaa.org), Audit Bureau of Circulation (accessabc.com), Campus Newspapers (newslink.org/camnews), Internet Advertising Bureau (iab.net), Internet News (internetnews.com), Internet Society (isoc.org), Media Life (medialifemagazine.com), Media Post (mediapost.com), Mendelsohn Research (mmrsurveys.com), Netmarketing (netb2b.com), Newspaper Assoc. of America (naa.org), Radio Ad Information (radioadinfo.com), Radio Advertising Bureau (rab.com), Scarborough Research (scarborough.com), Spot Quotations and Data (sqad.com), Target Marketing (napco.com/tm/tmcover), TV Ad information (tvadinfo.com), USADATA (usadata.com)

USF Standard Policies

1. Final Examinations Policy

All final examinations are to be scheduled in accordance with the University's final examination policy.

- <http://www.ugs.usf.edu/policy/FinalExams.pdf>

2. General Attendance Policy

- <http://www.ugs.usf.edu/policy/GeneralAttendance.pdf>

3. Early Notification Requirement for Observed Religious Days

Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date(s) to the instructor, in

writing, at the beginning of the term.

- <http://www.ugs.usf.edu/policy/ReligiousDays.pdf>
- 4. Academic Integrity of Students
 - <http://www.ugs.usf.edu/policy/AcademicIntegrityOfStudents.pdf>
- 5. Disruption of the Academic Process
 - <http://www.ugs.usf.edu/policy/DisruptionOfAcademicProcess.pdf>
- 6. Gender-Based Crimes

USF has a commitment to the safety and well-being of our students. Please be aware that educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence that come to their attention. I am required to report such incidents in order for the Office of Student Rights and Responsibilities or the Office of Diversity, Inclusion, and Equal Opportunity can investigate the incident or situation as a possible violation of the USF Sexual Misconduct/Sexual Harassment Policy and provide assistance to the student making the disclosure. If you disclose in class or to me personally, I must report the disclosure and will assist you in accessing available resources.

The Center for Victim Advocacy and Violence Prevention, the Counseling Center and Student Health Services are confidential resources where you can talk about such situations and receive assistance without the incident being reported.

- *Center for Victim Advocacy and Violence Prevention:*
 - (813) 974-5757
 - <http://sa.usf.edu/advocacy>
- *Counseling Center*
 - (813) 974-2831
 - <http://usf.edu/student-affairs/counseling-center>
- *Student Health Services*
 - (813) 974-2331
 - <http://usf.edu/student-affairs/student-health-services>
- 7. Student Academic Grievance Procedures
 - <http://www.ugs.usf.edu/policy/StudentAcademicGrievanceProcedures.pdf>
- 8. Students with Disabilities

Students with disabilities are responsible for registering with Students with Disabilities Services (SDS) in order to receive academic accommodations. SDS encourages students to notify instructors of accommodation needs at least 5 business days prior to needing the accommodation. A letter from SDS must accompany this request.

 - See student responsibilities: <http://www.usf.edu/student-affairs/student-disabilities-services/>
 - See instructor responsibilities: [Student with Disabilities Services Faculty/Staff Handbook](#)

9. Turnitin Privacy Policy

In order to comply with privacy laws, students are not required to include personal identifying information, such as name, in the body of the document. Turnitin provides an originality report letting the instructor know how much of the assignment is original. Please follow your instructor's instructions carefully regarding what identifying information to include.

- [How do I submit a Turnitin Assignment?](#)

10. University Emergency Policy

In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor Canvas site for each class for course specific communication, and the main USF, College, and department websites, emails, and MoBull messages for important general information.

COURSE SCHEDULE

The course schedule includes lecture topics, reading assignments, major due dates, exams, and class sessions devoted to discussion and evaluation of the media project. Please note that the entire class will meet on each of the dates listed, even if they are only for project discussions. Also note that students are expected to complete the reading assignments for the class dates indicated. As always, the instructor will be available to consult with individuals or groups during all regular office hours not included in the schedule.

Week/Date Topic Readings Assignments

1 1/12/T Course introduction Read the syllabus!

1/14/R The media planning process AMP: Ch. 1, 3

2 1/19/T Media concepts & measures AMP: Ch. 4

1/21/R Media concepts & measures MFP: Ch. 1 MFP Ex. 1, 2

3 1/26/T Media concepts & measures AMP: Ch. 5

1/28/R Media concepts & measures MFP: Ch. 2 MFP Ex. 5, 18

4 2/2/T Sources of media information AMP: Ch. 6 (pp. 117-49)

2/4/R Sources of media information MFP: Ch. 3 MFP Ex. 6

5 2/9/T Sources of media information

2/11/R Sources of media information MFP Ex. 9

6 2/16/T Midterm Exam (Bring calculator!)

2/18/R Media project overview MFP: Ch. 4

Read Snapple Case Study!

7 2/23/T Market research & situation analysis AMP: Ch. 2 MFP Ex. 10

2/25/R Market research & situation analysis MFP: Ch. 5

8 3/1/T Media objectives & targeting AMP: Ch. 7, 8 MFP Ex. 7, 8

3/3/R Media objectives & targeting MFP: Ch. 6

Situation analysis memo due

AMP: Advertising Media Planning MFP: Media Flight Plan

Week/Date Topic Readings Assignments

9 3/8/T Media strategy & tactics AMP: Ch. 10, 11 MFP Ex. 3, 16

3/10/R Media strategy & tactics

Adv. objectives & targeting memo due

10 3/22/T Intro. to MFP software MFP Ex. 13, 14

3/24/R Intro. to MFP software

Media objectives memo due

11 3/29/T Media characteristics & comparisons AMP: Ch. 9

3/31/R Media characteristics & comparisons MFP: Ch. 7

Media strategy memo due

12 4/5/T Digital media & e-commerce; Media relations, social media

AMP: Ch. 6 (pp. 150-58) MFP: Ch. 2

4/7/R Digital media & e-commerce; Media relations, social media
MFP: Ch. 8

13 4/12/T Media buying, selling & testing AMP: Ch. 12, 13, 14

4/14/R Media buying, selling & testing

14 4/19/T Media project presentations

4/21/R Media project presentations

15 4/26/T Review & Course Wrap-up Media plan due!