

61-353 (Fall, 2006)
ADVERTISING MEDIA
M & W: 12:40-2:50 p.m.

INSTRUCTOR: Dr. James C. Tsao
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OFFICE HOURS: M & W: 10:30-11:30 a.m. and also by appointment.

REQUIRED TEXTS:

Sissors, J. A. & Bargon, R. B. Advertising Media Planning.
NY: McGraw Hill, 2002.

Martin, D. G. & Coons, R. D. Media Flight Plan, Deer Creek
Publishing, 2006.

SUGGESTED READINGS

Ad Age (Polk Library and Journalism Reading Room)
Ad Week's Media Week (Polk Library)

COURSE DESCRIPTION AND OBJECTIVE:

The course consists of three parts. Part one covers basic concepts that are applied in media planning and executions. The basic concepts include ratings, reach, frequency, index, etc. Part two introduces advanced knowledge on measurement of advertising media as well as strategy of media planning. Part three focuses on the implementation of media concepts through the process of preparing for several media plans.

The course will emphasize creative, logical, strategic, and critical thinking when dealing with media problems throughout the semester. After taking the course, the following objectives should be achieved.

1). You should have a basic understanding of how to develop an integrative and strategic media plan in response to advertising and media challenges.

- 2). You will increase your knowledge of the language of media planning.
- 3). You will learn more about the characteristics and uses of advertising media, including both traditional and non-traditional media channels.
- 4). You will become familiar with information sources available for media decision-making, learn to evaluate the data provided by those sources, and develop skills in using a number of those sources.
- 5). You will gain skills and confidence in using media planning computer software to evaluate media schedules.
- 6). You will be understanding media planning as a creative process of advertising executions that requires skills in critical thinking, multiple decision making, and persuasive writing. Your proper education in liberal arts is extremely important to determine the success of this class. Your instructor expects you to showcase your creative thinking blended with professional knowledge in media planning in each assignment.

TOOL:

Calculator - You need to have a hand calculator in every class meeting and especially for class exercises and exam. The calculator does not have to be a fancy one.

ASSIGNMENTS:

1. Weekly/Biweekly Exercises

There will be a number of take-home and in-class exercises dealing with concepts and problems of media planning. These exercises are closely related to class readings and lectures. Exercises will be reviewed in class after they are turned in. Therefore, no late assignments will be accepted.

2. Exams

Two exams covering your reading assignments and class lectures will be given as scheduled. The exams include short essay questions and problem resolutions in selected chapters and lectures.

3. Individual Project

An online case, "Village Surf Mini-Case - Evaluating & Selecting Media Vehicles," in *Media Flight Plan* is chosen as the individual project. The project allows you to build your media plan in three stages: situation analysis, media objectives, and media strategy. You may change your media direction or strategy with each step in this trio of exercises. Information is available on <http://www.mediaflightplan.com>. Click "Ground School", user name: media; password: planner. (The mini case does not need MRI data since the case is all self contained.) **Be sure to use Mozilla browser to access mediaflightplan.com.** Safari and Explorer would not work for this link.

4. Group Project

You will be working with two other members in a team to develop an integrative media plan for your choice of the iPod *Shuffle* or Harley-Davidson case study. Readings for the case study will be covered in Exam 2. The project will be presented in the end of the semester. Both case studies are available on <http://www.mediaflightplan.com>. Click "Ground School", user name: media; password: planner. You will find MRI data, spreadsheets, etc. for both iPod and Harley Davidson cases on this site.

5. Presentation (Group Project)

At the end of the semester, a formal and complete presentation of your group project is required for each member. The presentation is a role-play between an agency and client's interaction. You will represent an ad agency to present/sell the project to hypothesized

clients. The clients will review the strengths and weaknesses of your project.

6. Engagement, improvement, etc.

This is a subjective evaluation on the instructor's part based on observing your interest, contribution, involvement, and improvement during the course. For example, regular attendance is seen as a measure of involvement and interest. So are projects handed in on time and following the guidelines mapped out on the assignment sheets. So is evidence of having kept up with the reading.

GRADING:

Take-home/In-class Exercises (10-15)	30%
Group exercises (2)	10%
Exams (2)	20%
Individual Project (1)	10%
Group Project (1)	20%
Presentation (Group Project)	5%
Engagement	5%

Total	100%

POLICIES:

1. Assignments:

Individual and group exercises/projects are due at the beginning of class. If an exercise/project is not ready at the beginning of class, it is considered late. There will be no late projects accepted after 1 class beyond the due date has passed. Late project will lose one full letter grade. (Note that late exercises are not acceptable at all because they will be reviewed during the meetings of due dates. If you have legitimate reasons for being absent, check with your instructor to make up exercises.)

2. Attendance:

Attendance is mandatory. Excessive absences (more than 4) will lower your final grade by one full letter. Over 8 absences will lower your grade by 2 full letters. Over 10 absences will lower your final grade to an "F" no matter what grades you receive in any of the assignments. There will be no make-ups to all the exams and projects in this class unless you can provide with written proof of one of the following:

- A. An illness serious enough to require a visit to a physician.
- B. A death in the family within one week of the scheduled exam.
- C. An approved University field trip.

3. Incomplete:

Due to the nature of the assignments and instructional methodology, it is impossible for you to take out an "incomplete" grade. If you cannot complete the course within the semester for one reason or another, you are strongly advised to see the instructor as soon as the situation arises, and to withdraw from the class.

NOTE: We will adhere as closely as possible to the outline listed below. However, there are situations, which sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we will review the status of the outline and schedule.

COURSE OUTLINE (61-353)

(See another file, Course outline.)