

Dates	Subjects	Readings*	Media Flight Plan**
6-Sep	Introduction		Chapters & Exercises
11	Introduction & Basic concept	1	Chapter 1
13	Introduction & Basic concept		2&3
18	Sample media plan presentation	2	4&5
20	Sample media plan presentation		6&7
25	The relationship among media, ad, & consumers	3	Exercise 1
27	The relationship among media, ad, & consumers		2
2-Oct	Basic measurements and calculations	4	2A
4	Basic measurements and calculations		3
9	Exam 1	1-4	TBD
11	Advanced measurements and calculations	5	15
16	Advanced measurements and calculations		16
18	Marketing strategy and media planning	6	4
23	Marketing strategy and media planning		5
25	Strategy planning I: Who, where and when	7	6
30	Strategy planning I: Who, where and when		7
1-Nov	Strategy planning II: Weighting, reach, frequency	8	8
6	Strategy planning II: Weighting, reach, frequency...		10
8	Selecting media classes: Intermedia comparisons	9	11
13	Selecting media classes: Intermedia comparisons		12
15	Exam 2 (also covers the cases on group project)	5-9	TBD
20	Principles of planning media strategy	10	13&14
27	Principles of planning media strategy		Individual project***
29	Evaluating and selecting media vehicles	11	Individual project
4-Dec	Evaluating and selecting media vehicles		group project
6	Media cost and buying problems	12	group project****
11	Setting and allocating the budget	13	group project
13	Presentation of group project		

* *Advertising Media Planning* by Sissors and Bargon

** *Media Flight Plan* by Martin and Coons

*** Village Surf Mini-Case - Evaluating & Selecting Media Vehicles: Also includes situation analysis, media objectives and media strategies.

**** Present Harley-Davidson or iPod *Shuffle* case study as your group project.