

UW Oshkosh
Department of Journalism
61-353 Ad Media
Fall 2007
M/W 12:40-2:50 p.m.

Instructor: Dana Baumgart
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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.

OTHER REQUIRMENTS:

Hand Calculator

Needed for most class meeting and especially for class exercises and exam. The calculator does not have to be a fancy one.

D2L

Documents, including the syllabus, and news relating to this course will be posted.

SUGGESTED READINGS:

Media Life Magazine (medialifemagazine.com)

Medialife magazine is an online report on trends and news. Please sign up for an e-mail subscription and read it every day. We will be using these current events as part of class discussions throughout the semester.

COURSE DESCRIPTION AND OBJECTIVE:

As a consumer, you are surrounded with messages that target you through media channels like magazines, newspapers, television, radio, Internet, billboard and direct mail (just to name a few). In addition to being a consumer, you may also be (or plan to be) a message maker in the future. If so, knowledge of the planning process that drives the selection of media is essential.

The course consists of three parts. Part one covers basic concepts that are applied in media planning and execution include ratings, reach, frequency, etc. Part two introduces the measurement of media as well as the strategy used in 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 nontraditional 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 learning 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.

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 multiple choice, 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*, (Media Flight Plan) is used for the course's 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 **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/Presentation

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 **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.

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.

5. Engagement/Participation/Improvement

This is a subjective evaluation based on observing your interest, contribution, involvement, and improvement during the course. Examples include regular attendance, following exercise instruction, completing assignments on time and evidence of reading the textbook.

GRADING:

Take-home/In-class Exercises (8-12)	25%
Group exercises (2)	10%
Exams (2)	20%
Individual Project (1)	15%
Group Project (1)	20%
Presentation (Group Project)	5%
Engagement	5%

Total	100%

GRADING STRUCTURE:

93 or above = A	73 - 78 = C
89 - 92 = AB	69 - 72 = CD
83 - 88 = B	63 - 68 = D
79 - 82 = BC	62 or below = F

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 one class beyond the due date has passed. Late project will lose one full letter grade. (Note: 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 four) will lower your final grade by one full letter. More than eight absences will lower your grade by two full letters. More than 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:

- An illness serious enough to require a visit to a physician.
- A death in the family within one week of the scheduled exam.
- 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.

4. Academic Honesty

UW Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work ... and for respect of others' academic endeavors" (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined below:

(1) Academic misconduct is an act in which a student:

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;

- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or
- (f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

COURSE OUTLINE (61-353, Fall 2007)

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.

DATE	SUBJECT/ASSIGNMENT	READING ASSIGNMENTS
9/5	Course introduction	
9/10	Introduction to the basic concepts	CH 1 (S/B)
9/12	Marketing & media language	CH 1,2 (MFP)
9/17	The media plan	CH 2 (S/B) and CH 3 (MFP) DUE: EX 1 (MFP)
9/19	The media plan	CH 4,5 (MFP)
9/24	The media plan	CH 6,7 (MFP)
9/26	Relationships among media, ads & consumers	CH 3 (S/B) DUE: EX 2 (MFP)
10/1	Basic measurements & calculations	CH 4 (S/B) DUE: EX 2A (MFP)
10/3	Guest Speaker	
10/8	EXAM I	
10/10	Advanced measurements & calculations	CH 5 (S/B)
10/15	Advanced measurements & calculations	DUE: EX 16 (MFP)
10/17	Marketing strategy & media planning	CH 6 (S/B)
10/22	Marketing strategy & media planning	DUE: EX 5 (MFP)
10/24	Strategy planning (Part I)	CH 7 (S/B)
10/29	Strategy planning (Part I)	DUE: EX 7 (MFP)
10/31	Strategy planning (Part II)	CH 8 (S/B)
11/5	Strategy planning (Part II)	DUE: EX 9 (MFP)
11/7	Selecting media classes	CH 9 (S/B)
11/12	Selecting media classes	DUE: EX 11 (MFP)
11/14	EXAM II	
11/19	Principles of planning media strategy	CH 10 (S/B)
11/21	Principles of planning media strategy	
11/26	Evaluating & selecting media vehicles	CH 11 (S/B)
11/28	Evaluating & selecting media vehicles	DUE: INDIVIDUAL PROJECT*
12/3	Media costs & buying problems Setting and allocating the budget	CH 12 (S/B) CH 13 (S/B)
12/5	Testing & experimenting	CH 14 (S/B)
12/10	Presentations of group projects**	DUE: GROUP PROJECT
12/12	Presentations of group projects (if needed)	

**Village Surf Mini-Case—Evaluating & Selecting Media Vehicles (includes situation analysis, media objectives and media strategy)*

*** Present Harley-Davidson or iPod Shuffle case study*