

**Advertising Media – Journalism 61-353  
Fall 2009**

Department of Journalism  
University of Wisconsin Oshkosh

- Class: 12:40 p.m. to 2:50 p.m., Tuesday & Thursday, at C148
- Instructor: Sara Steffes Hansen, MBA, Ph.D.  
Office: C106D  
E-mail: hansen@uwosh.edu  
Phone: Mobile number will be provided to class – you can call or text me
- Office Hours: 1 to 3 p.m. Monday & Wednesday  
11 to 11:30 a.m. Tuesday & Thursday & by appointment  
\*\*\*You are welcome to visit my office at any time to discuss anything of importance to you!
- Required Textbook: *Advertising Media Planning*  
Jack Z. Sissors & Roger B. Baron  
*Media Flight Plan*  
Dennis G. Martin & Robert D. Coons
- Also Required: Media Life Magazine at [www.medialifemagazine.com](http://www.medialifemagazine.com)  
Sign up for an e-mail subscription to this online report on media news. Read it everyday, as we will be discussing current events regularly in class.
- Hand calculator  
Bring a simple calculator for class exercises and exams. No use of phones as calculators!

Read and refer to this syllabus, keeping in mind that this information may change at any time. If you miss a class, it is your responsibility to determine what announced changes you may have missed.

**Course Description**

This course provides insight into the selection and use of media channels from the perspectives of decision-makers and consumers. Advertisers, and other strategic communicators, make purchase decisions about media channels in order to send messages to targeted publics. These channels include television, newspapers, magazines, billboards, direct mail, Internet and social media. Consumer media use factors into selection of media channels. These channels are changing and expanding in recent years with the impact of new media, aiding shifts in media choices and consumer behaviors.

This course covers three areas: basic concepts in media planning and execution; media measurement and media-planning strategy; and implementation of media concepts through creation of media plans.

## Course Objectives

This course strives to help students achieve:

- An understanding of how to develop an integrative and strategic media plan that addresses advertising and media challenges.
- Increased knowledge about the language of media planning.
- Insight about the attributes and uses of advertising media – in traditional forms like television and nontraditional forms social media.
- Familiarity with information sources for media decision-making, and knowledge to evaluate data and use it from such sources.
- Skills and confidence for using media planning computer software to evaluate media schedules.
- Creative and critical thinking in regard to media planning as a multi-faceted process in advertising, including complex decision-making and persuasive writing. Demonstrating this approach is reflective of your liberal arts education and applicability of course concepts to course assignments and the final project.

## Readings and Research

You will be assigned readings from the required text, and outside sources as provided by the instructor. Your coursework, particularly the final project, will entail research that may include Polk Library, Journalism Department Reading Room and Internet. Other helpful online resources include:

- Marketing Sherpa ([www.marketingsherpa.com](http://www.marketingsherpa.com))
- Brandweek ([www.brandweek.com](http://www.brandweek.com))
- E-Marketer ([www.emarketer.com](http://www.emarketer.com))
- Media Post ([www.mediapost.com](http://www.mediapost.com))
- I Want Media ([www.iwantmedia.com](http://www.iwantmedia.com))
- Advertising Age ([www.adage.com](http://www.adage.com))
- SRDS Media Planning and Buying ([www.srds.com](http://www.srds.com))
- Marketers Portal ([www.marketersportal.com](http://www.marketersportal.com))

## Approach

Discussion-oriented lectures and in-class activities will be held at class meetings. Lab time will be spent working through media planning exercises and case studies.

## Attendance

Attendance is extremely important. You are expected to attend class. Unexcused absences will adversely affect grades. If you miss a class, it is your responsibility to obtain the information covered.

## Academic Integrity

Do not cheat. I have zero tolerance for cheating or plagiarizing in class. Always be mindful that you must accurately and appropriately cite your sources. Here is the official statement:

The University of Wisconsin – 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, for the appropriate citation of sources, and for respect of others’ academic endeavors.” (s. UWS 14,01 Wis. Adm. Code)

Students are subject to disciplinary action for academic misconduct, which is defined in s. UWS 14.03, Wis. Adm. Code. Students on the UW-Oshkosh campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code. Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

## Grading

Final grades will be based on the following 350 points possible for the course. The instructor also may adjust borderline grades based on student effort, class participation and attendance:

Two exams / 50 points each (Multiple choice / short answer)	100 points
Final group project	100 points
Exercises / 14 points each	100 points
Individual project	50 points

Grades will be distributed on this basis:

A	92-100%
A -	90-91%
B+	88-89%
B	80-87%
B -	78-79%
C+	76-77%
C	70-75%
C-	68-69%
D+	66-67%
D	62-65%
D -	60-61%
F	Less than 60%

## **Exams**

The instructor will conduct a study review during the week prior to an exam. Each exam will cover information from the prior weeks of readings, lecture and discussion. Questions will be in the form of multiple choice and short-answer.

You may not make up missed exams. In the case of an emergency, notify me before the exam by calling me at my mobile number.

## **Final Group Project**

Students will develop, in small groups (3 students), an integrative media plan for the Kashi Pizza case study in Media Flight Plan. *Use Mozilla browser to access the MFP web site.* The final project will consist of the plan and presentation of the plan. Student presentations will be in the form of a role-play between an agency and a client. Each student will represent a member of the media team from the agency. In the role-play, students on the team will be pitching their media plan to the client – which will be the instructor and fellow students.

Grading criteria for final group projects – paper and presentation – will be provided during the first few weeks of class.

## **Exercises**

Students will prepare seven media planning exercises during the semester. Work on these assignments will be conducted both in lab and outside of class. These assignments are due at the start of class. Students should bring the assignment printed out, to be handed in at the beginning of class. Assignments are not accepted after the deadline and will receive a zero!

## **Individual Project**

Students will individually work on media planning during the first part of the semester by creating a media plan for the online case study of Village Surf in Media Flight Plan. Students can build their plan in three stages: situation analysis, media objectives and media strategy.

## **Computer Lab Use**

1. **Save early and often! Save early and often! Save early and often!**
2. Always close applications when you start working on the computer – less apps open, faster speed.
3. Avoid using Zip disks. If you must, use separate Zip disks for Mac and PC.
4. Do not use the printer to make copies. If you need multiple copies, print an original and then make additional copies on a copy machine.
5. Only use the color printer to print your final copy of the final group project. Do not use it until it is error-free – you may not print drafts on the color printer! If this privilege is abused, color printer rights will be revoked.
6. The Wasteland site on the Student Server is erased on the first and 15<sup>th</sup> of each month.

## **Lab Time Expectations**

You are expected to be working on projects related to this class during lab time. If I find that you are not meeting this expectation, I will require additional course work from you.

## Schedule of Course and Assignments

<b>Thurs 10 Sept</b>	Introduction to Course Brief overview of advertising media today Media consumption log handout
<b>Tues 15 Sept</b>	Topic: Media Basics Reading assignment: Chapter 1, S&B <b>Exercise #1: Media consumption log (handout)</b>
<b>Thurs 17 Sept</b>	Topic: Marketing & SWOT Reading assignment: Chapters 1 & 2, MFP
<b>Tues 22 Sept</b>	Topic: Media Plans & Case Study: RBB Sporting Goods Reading assignment: Chapter 2, S&B; Chapter 3, MFP <b>Exercise #2: Exercise 1, MFP</b>
<b>Thurs 24 Sept</b>	Topic: Media Plans Reading assignment: Chapters 4 & 5, MFP ***Individual project assigned
<b>Tues 29 Sept</b>	Topic: Media Plans Reading assignment: Chapters 6 & 7, MFP
<b>Thurs 1 Oct</b>	Topic: Media, Ads & Consumers Reading assignment: Chapter 3, S&B
<b>Tues 6 Oct</b>	Topic: Basic Measurements & Calculations Reading assignment: Chapter 4, S&B <b>***Individual project assignment due</b>
<b>Thurs 8 Oct</b>	Topic: Advertising Media Planning (Short class as instructor is making a presentation at the Association for Online Research Conference) ***Guest speaker from agency on advertising media planning
<b>Tues 13 Oct</b>	Topic: Social Advertising Media ***Guest speaker from agency on social media measurement
<b>Thurs 15 Oct</b>	Exam 1
<b>Tues 20 Oct</b>	Topic: Advanced Measurements & Calculations Reading assignment: Chapter 5, S&B

<b>Thurs 22 Oct</b>	Topic: Advanced Measurements & Calculations (Including MFP 2A) <b>Exercise #3: Exercises 2 &amp; 3, MFP</b>
<b>Tues 27 Oct</b>	Topic: Marketing Strategy, Media Planning, Syndicated Research, Index Numbers Reading assignment: Chapter 6, S&B
<b>Thurs 29 Oct</b>	Topic: More Marketing Strategy & Media Planning <b>Exercise #4: Exercises 4 &amp; 5, MFP</b>
<b>Tues 3 Nov</b>	Topic: Strategy Planning – Targets Reading assignment: Chapter 7, S&B
<b>Thurs 5 Nov</b>	Topic: Strategy Planning – Geography & Timing Reading assignment: Continuation from Chapter 7, S&B
<b>Tues 10 Nov</b>	Topic: Strategy Planning – Geographic Weighting (With Excel Use) Reading assignment: Chapter 8, S&B <b>Exercise #5: Exercise 6, MFP</b>
<b>Thurs 12 Nov</b>	Topic: Strategy Planning – Reach, Frequency & Scheduling Reading assignment: Continuation from Chapter 8, S&B
<b>Tues 17 Nov</b>	Topic: Comparing & Selecting Media Classes Reading assignment: Chapter 9, S&B <b>Exercise #6: Exercise 10, MFP</b>
<b>Thurs 19 Nov</b>	Topic: MFP Honda ATV Tutorial (Exercise 12) <b>Exercise #7: Exercise 11, MFP</b>
<b>Tues 24 Nov</b>	Topic: Principles of Planning Media Strategy Reading assignment: Chapter 10, S&B ***Group project assigned
<b>Thurs 26 Nov</b>	<b>***No Class for Thanksgiving Break – Enjoy!</b>
<b>Tues 1 Dec</b>	Topic: Principles of Planning Media Strategy Reading assignment: Continuation from Chapter 10, S&B
<b>Thurs 3 Dec</b>	Topic: Evaluating & Selecting Media Vehicles Reading assignment: Chapter 11, S&B
<b>Tues 8 Dec</b>	Exam 2
<b>Thurs 10 Dec</b>	Lab – Final projects

**Tues 15 Dec**

Lab – Final projects

**Thurs 17 Dec**

Group presentations of projects

Final group projects due to instructor