

UW Oshkosh
Department of Journalism
61-353 Ad Media
Fall 2008
M/W 12:40-2:50 p.m.

Instructor: Dana Baumgart
Office: Clow 106D
Office Hours: 11:30-12:30 M/W or by appointment
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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. Calculators on cell phones are not recommended.

D2L

Documents, including the syllabus, grades and class updates relating to this course will be posted.

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. You will also be required to write an essay on one topic you find interesting as part of course requirements.

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. 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. **No late exercises will be accepted.**

2. Current event essay (assigned on 9/8/08)

You are required to write a two-page, double-spaced essay on a current event or topic in media during the semester. Inspiration for your essay can come from course reading, in-class discussions or the following online resources:

- Media Life Magazine (medialifemagazine.com)
- Brandweek (brandweek.com)
- Media Post (mediapost.com)
- I Want Media (iwantmedia.com)
- Adweek (adweek.com)
- Advertising Age (adage.com)
- SRDS Media Planning and Buying (srds.com)
- Marketers Portal (marketersportal.com)

3. Exams (currently scheduled for 10/6/08 and 11/24/08)

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.

4. Individual Project (assigned on 9/17/08)

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.

Information is available on **mediaflightplan.com**. *Be sure to use Mozilla browser to access mediaflightplan.com. Safari and Explorer would not work for this link.*

5. Group Project/Presentation (assigned on 11/17/08)

You will be working with two other members in a team to develop an integrative media plan for the Kashi Pizza case study available on **mediaflightplan.com**. *Be sure to use Mozilla browser to access mediaflightplan.com. Safari and Explorer would not work for this link.*

At the end of the semester, a formal 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 the media team from an advertising agency and be required to

present/sell your media plan to the client (represented by the instructor and the rest of your peers.)

6. Engagement/Participation/Improvement/Attendance

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:

Exercises	15%
Current event essay	10%
Exams	30%
Individual Project	15%
Group Project & Presentation	25%
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

Take-home exercises are due at the beginning of class. Late exercises will not be accepted because they will be reviewed during the meetings of due dates. If you have legitimate reasons for being absent, check with your instructor for make up exercises.

2. Attendance

Attendance is mandatory. Excessive absences (more than three) will lower your final grade by one full letter. More than six 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, exams, projects, ect.

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 2008)

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	READINGS & ASSIGNMENTS
9/3	Course introduction	
9/8	Introduction to the basic concepts Media resources online	CH 1 (S/B) Current event essay assigned DUE: Media Consumption Log
9/10	Marketing & media language SWOT analysis	CH 1,2 (MFP)
9/15	The media plan Case Study: RBB Sporting Goods	CH 2 (S/B) and CH 3 (MFP) DUE: EX 1 (MFP)
9/17	The media plan	CH 4,5 (MFP) Individual project assigned
9/22	The media plan	CH 6,7 (MFP)
9/24	Relationships among media, ads & consumers	CH 3 (S/B)
9/29	Basic measurements & calculations	CH 4 (S/B) DUE: INDIVIDUAL PROJECT
10/1	Guest Speaker: Kirsten Strom, Assistant Strategist, Digital at OMD	Exam Review
10/6	EXAM I	
10/8	Advanced measurements & calculations	CH 5 (S/B)
10/13	Advanced measurements & calculations Introduction to Media Flight Plan software (In-class exercise: 2A MFP)	DUE: EX 2, 3 (MFP)
10/15	Marketing strategy & media planning Syndicated research and index numbers	CH 6 (S/B)
10/20	Marketing strategy & media planning Online scavenger hunt	DUE: EX 4, 5 (MFP)
10/22	Strategy planning: WHO	CH 7 (S/B)
10/27	Strategy planning: WHERE and WHEN	
10/29	Strategy planning: Geographic Weighting Using Excel Spreadsheets	CH 8 (S/B) DUE: EX 6 (MFP)
11/3	Strategy planning: Reach, Frequency and Scheduling	
11/5	Selecting media classes	CH 9 (S/B) DUE: EX 10 (MFP)
11/10	Media Flight Plan Honda ATV Tutorial (EX 12)	DUE: EX 11 (MFP)
11/12	Principles of planning media strategy	CH 10 (S/B)
11/17	Principles of planning media strategy	Group project assigned
11/19	Evaluating & selecting media vehicles	CH 11 (S/B) Exam Review
11/24	EXAM II	
11/26	THANKSGIVING BREAK	
12/1	Media costs & buying problems Setting and allocating the budget	CH 12 (S/B) CH 13 (S/B)

12/3	Testing & experimenting	CH 14 (S/B)
12/8	Presentations of group projects**	DUE: GROUP PROJECT
12/10	Presentations of group projects	DUE: GROUP PROJECT