

Advertising Media – Journalism 61-353, Fall 2019

Department of Journalism, University of Wisconsin Oshkosh

Class: 12:40 p.m. to 2:50 p.m., Mondays & Wednesdays, in Sage 3422

Instructor: Sara Steffes Hansen, MBA, Ph.D.
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Phone: 920-424-7147
Office Hours: 9:30 a.m. – noon Mondays and Wednesdays
***You are welcome to visit my office at any time to discuss anything of importance to you.

Credits: Three

Required Textbooks: *The Media Handbook* (sixth edition)
Helen Katz
Media Flight Plan (seventh edition)
Dennis G. Martin & Robert D. Coons

Also Required: Media Daily News
<https://www.mediapost.com/publications/mediadailynews/>
Or, Media Insider
<https://www.mediapost.com/publications/media-insider/>
Both are at MediaPost.com, which has many advertising topic areas to follow – it is a great resource for aspiring advertising professionals.
Sign up for an email subscription or follow on social media for one of these online reports on media news. Read either everyday, as we will discuss current events regularly in class. We also will be discussing ratings at: <http://www.nielsen.com/us/en/top10s.html>

Hand calculator

Bring a simple calculator for class exercises and exams. No use of phones as calculators.

Refer to this syllabus, keeping in mind that this information may change at any time. If you miss class, it is your responsibility to find out what you missed.

Special Accommodations

If you need special accommodations to help you succeed in this class, please let me know as soon as possible during the start of the semester. I will make every effort to help you.

Attendance Policy

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.

Course Description

Planning, selecting and buying of advertising media in a variety of marketing contexts. The emphasis is on consumer products and services, but other types of advertising are considered as well. Relevant research deals with market segments and media audiences. Prerequisite: Journalism 141, 221, 324 and 250 each with a grade of C or better.

More about the Course

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:

- Immersion in advertising!
- Ability to develop and write an integrative and strategic media plan that addresses advertising challenges based on analysis of target audiences and media platforms.
- Working knowledge and use regarding the language of media planning.
- Knowledge about the attributes and uses of advertising media – in traditional forms like television and nontraditional forms like social media.
- Familiarity with information sources (Simmons, SRDS, Ad Mall, Nielsen) for media decision-making, and knowledge to evaluate data and use it from such sources.
- Skills and confidence for using media planning computer software and online data sources to evaluate different media schedules and argue for a “best approach.”
- Creative and critical thinking in regard to media planning as a multi-faceted process in advertising, including complex decision-making and persuasive writing for a manager audience. Demonstrating this approach is reflective of your liberal arts education and applicability of course concepts to course assignments and the final project.

These objectives align with the values and competencies of the Accrediting Council on Education and Journalism in Mass Communications, specifically helping students to:

Think critically, creatively and independently; conduct research and evaluate information by methods appropriate to the communications professions in which they work; write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; and apply tools and technologies appropriate for the communications professions in which they work.

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 further research from Polk Library, online sources and industry data services available through the NSAC, including MRI consumer research, Kantar Media and Nielsen. Other helpful resources:

- <http://adage.com/>
- <https://www.adweek.com>
- <https://www.adweek.com/category/adfreak/>
- <http://www.adsoftheworld.com/>
- <http://www.brandweek.com>
- <http://www.marketingsherpa.com>

- <http://www.emarketer.com/>
- <http://www.srds.com>
- <https://www.thedrum.com/us>
- <http://www.nielsen.com/us/en.html>
- <http://www.experian.com/marketing-services/marketing-services.html>

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.

Academic Misconduct Policy

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 Policy

Final grades will be based on the 400 points possible for the course. The instructor also may adjust borderline grades based on student effort, class participation and attendance:

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| Two exams / 50 points each (Multiple choice / short answer) | 100 points |
| Mini media plan | 50 points |
| Final group project | 100 points |
| Exercises / 20 points each (Ex. 5 is 40) | 140 points |
| Ad Media & YouTube | 10 points |

Grades will be distributed on this basis:

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

Exams

The instructor will conduct a 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 multiple choice and short-answer. You may not make up missed exams. In the case of an emergency, notify me before the exam via email or phone.

Mini Media Plan

Students will develop an individual mini media plan based on a case study. Grading criteria will be provided during the first few weeks of class.

Final Group Project

Students will develop, in small groups, an integrative media plan based on a case study for the National Student Advertising Competition (client for 2020 is Adobe). 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. Students will be "pitching" their media plan to the client – which will be the instructor and fellow students. Grading criteria for the paper and presentation will be provided during the first few weeks of class.

Exercises

Students will prepare six media planning exercises. 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 and ready to be handed in at the beginning of class. Assignments are not accepted after the deadline and will receive a zero.

Ad Media & YouTube

Each student will get one or more chances to start class by sharing a commercial or media channel update (such as a new viral ad video/campaign; alternative media events or promos; new trailer for a television show; new use of technology/apps) with some form of video from YouTube or the Internet. Students may get ideas from www.mediapost.com. After showing the video, the student will talk about an aspect of advertising media related to the video – such as paid, owned & earned media; campaign costs; reach and frequency; media research; alternative ways to reach certain demographics; etc. It is important for advertising professionals to stay current with the industry's creativity, technology and trends.

Lab Time Expectations

Some lab sessions are specified in the course schedule, while others are not specified in order to be flexible to accommodate topics requiring more or less time during the semester. 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.

Consumer Protection

"Students are advised to see the following URL for disclosures about essential consumer protection items required by the Students Right to Know Act of 1990:
[https://uwosh.edu/financialaid/consumer-information/.](https://uwosh.edu/financialaid/consumer-information/)"

Schedule of Course and Assignments

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| Wed 4 Sept | Introduction to course, brief overview of advertising media today Exercise #1 assigned |
| Mon 9 Sept | Topic: Media basics Reading assignment: Chapter 1, Katz Due: Exercise #1 |
| Wed 11 Sept | Topic: Media & marketing Reading assignment: Chapter 2, Katz; Chapter 1, MFP |
| Mon 16 Sept | Topic: Developing media objectives and strategies Reading assignment: Chapter 3, Katz |
| Wed 18 Sept | Topic: Exploring media – paid and digital Reading assignment: Chapter 4, Katz Exercise #2 assigned – applying paid, owned and earned Lab – Apply paid media forms for Ex 2 |
| Mon 23 Sept | Topic: Exploring media – owned, earned (and influencers) Reading assignment: Chapter 5 and 6, Katz Lab – Apply owned and earned media forms for Ex 2 Due: Exercise #2 |
| Wed 25 Sept | Topic: Terms & Calculations Reading assignment: Chapter 7, Katz; Chapter 1, MFP Exercise #3 assigned – Impressions, ratings, GRPs, reach & frequency (E1, E2 & E3 in MFP) Lab – Time for Ex 3 |
| Mon 30 Sept | Topic: Terms & calculations Due: Exercise #3 |
| Wed 2 Oct | Topic: Creating media plans Reading assignment: Chapters 4, 5, 6, 7 and 8 MFP Exercise #4 assigned – CPM, CPP & indices (E5 & E6 in MFP) Lab – time for E5 & E6 & intro to case study for Mini Media Plan Review for Exam 1 |
| Mon 7 Oct | <u>Guest Speaker: Alicia Ly, Publicis Media, Chicago</u> Topic: More on agency life and digital advertising |
| Wed 9 Oct | Exam 1 |
| Mon 14 Oct | Topic: Creating media plans Lab – Case Studies Session & Mini Media Plan |

Due: Exercise #4

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| Wed 16 Oct | Topic: Creating media plans & making media buys Reading assignment: Chapter 9, Katz Lab – Mini Media Plan & Fiat 500 tutorial MFP |
| Mon 21 Oct | Topic: Creating media plans Lab – Work on individual media plans |
| Wed 23 Oct | Topic: Working with digital ads (Facebook, Google & Amazon) <u>Guest Speaker: Brody Karmenzind, Partner Manager, Facebook</u> Intro to group project Due: Mini Media Plan |
| Mon 28 Oct | Topic: Working with digital ads Exercise #5 assigned – creating a digital ad campaign Lab – Work on Ex 5 |
| Wed 30 Oct | Topic: Using media sources (Simmons, Kantar, Nielsen) Reading assignment: Handout for using media sources Lab – Work on Ex 5 |
| Mon 4 Nov | Exercise #6 assigned – Indices, BDI & CDI (E7 and E8 in MFP) Lab – time for Ex 6 & study guide for Exam 2 Due: Exercise #5 |
| Wed 6 Nov | Agencies and media planning Group project first steps – organizing roles & deliverables for plan Review for Exam 2 |
| Mon 11 Nov | Due: Exercise #6 Lab – final project |
| Wed 13 Nov | Exam 2 |
| Mon 18 Nov | Lab – final project |
| Wed 20 Nov | Lab – final project |
| Mon 25 Nov | Lab – final project |
| Wed 27 Nov | ***No Class for Thanksgiving Break – Enjoy! |
| Mon 2 Dec | Lab – final project [<u>instructor reviews plan drafts</u>] |
| Wed 4 Dec | Final projects due to instructor |
| Mon 9 Dec | Group presentations of projects as “simulated pitches to client” |
| Wed 11 Dec | Reflection and networking |