

THE UNIVERSITY OF NEW MEXICO
C&J 381 – Section 001
MEDIA PLANNING
FALL 2009

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Class Time: TR–2:00-3:15 pm
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Office Hours: (T 11:30 am – 1:30 pm) and by appointment

Course Materials

Required Texts

Your required texts are:

- Media Flight Plan V (2006), 5th Edition, by D. Martin & R. Coons, Deer Creek Publishing.

Supplemental readings may also be handed out in class. You are responsible for making sure that you have gotten all the readings and supplemental in-class handouts and assignments if you were absent.

Suggested and Supplemental Texts

During the semester you may wish to read additional information about international advertising. Every week ***Advertising Age***, ***Adweek*** and ***Mediaweek*** contain the latest information on developments in media. You may want to look for it at the main library or subscribe to them at possible student rates. It is useful to stay current on the most recent media planning developments and campaigns. Listed below are some suggested books that may be useful resources to you during the semester.

Advertising Media Planning (2002), 6th Edition, by Jack Z. Sissors & Roger Baron, New York: McGraw-Hill.

Strategic Media Decisions (2004), by Marian Azzaro, et al., Chicago, IL: The Copy Workshop,.

Media Planning – A Practical Guide (1996), 3rd Edition, by Jim Surmanek, New York: McGraw-Hill.

Other Materials

You will also need a simple four-function pocket calculator with a percent (%) key. The calculator will save you valuable time on exams and hours of laborious calculations on homework problems. It will also increase your accuracy of results. The required math skills are about 5th grade level; consequently the use of scientific or programmable calculators is not needed and anyway prohibited during exams. Use of these calculators will result in a failing grade on the exam.

Course Description

In this course we will learn how to develop sound media strategy in the context of integrated marketing communications and the procedures for selecting media most appropriate for delivering specific kind of advertising messages to clearly defined target audiences within the limitations of the media budget. We will cover the fundamentals of advertising media evaluation, problems of media selection, cost and scheduling, as well as information concerning the fundamental approaches to media audience research. You will learn the advertising and communications characteristics of the various media; how to use the primary sources of syndicated media research; how to prepare a media plan; how to buy space and time effectively and efficiently; and how to use a computer program as a media planning and buying tool.

Course Objectives

By the end of the semester, the readings, lectures, homework and projects that you and your class members prepare should enable you to:

- 1) Evaluate the use of media, such as national and local newspapers, network, cable, syndicated and spot TV, network and spot radio, consumer and business magazines, out-of-home media, interactive media, and non-traditional media via the use of media *data and statistics*;
- 2) Explore the use of new, evolving, and converging media, such as satellite TV and radio, Web TV, net radio, electronic publishing, e-mail, e-commerce, and other Internet-based opportunities;

- 3) Examine the effectiveness and efficiency of these media in reaching broad and narrowly defined (e.g. heavy-users, ethnic markets) groups;
- 4) Describe, use and compare media with media vocabulary and concepts, including ratings, reach, frequency, GRP, CPM, CPP, duplication, and quintile analysis;
- 5) Use *analytical thinking* to determine message/vehicle ratios and describe, use and compare media message/vehicle ratios, message carry-over rates and index numbers (BDI, CDI);
- 6) Develop *effective writing* and *theory-based presentation* skills as well as demonstrate an understanding the necessity for *fairness and accuracy* of dealing with enormous budgets and various partners;
- 7) *Engage in research* to examine the effectiveness and efficiency of these media in reaching broad and narrowly defined targets via syndicated sources of media planning data that are useful for target audience selection, identifying media options, determining audience size and characteristics, estimating cost and message effectiveness; using the *tools of technology* such as Nielsen, Arbitron, Simmons Market Research Bureau (SMRB), Mediamark Research Inc. (MRI), Standard Rate and Data Service (SRDS), Bacon's, Scarborough, Roper-Starch, Gallup and Robinson Inc., and Media Market Guides; and
- 8) Ultimately prepare you for an entry-level position as a media planner or buyer by providing you with a powerful and sophisticated philosophy of advertising media planning with emphasis on forecasting the likely communication effects of proposed and executed media schedules. It will also be valuable for students who plan careers in account management in an agency or in product management on the client side.

“In simpler times, advertising people had two concerns: what to say and how to say it. Now the issue is where, when, and how can advertising reach receptive prospects. Today’s toughest question is how to find your customers at the most strategic time – that’s why media is the new creative frontier.”

Keith Reinhard, Chairman DDB/ Needham

Course Requirements

The requirements for the course have been designed to provide students with concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives.

Examinations

There will be three examinations scheduled during the semester. The first exam will be given early in the term. The second exam is scheduled during the second half of the term. The third exam is scheduled near the end of the term. All exams will cover materials presented in class lectures including slides and videotapes shown during class time, textbook chapters, assigned reserve readings, and class discussions. The format of the exams will be discussed in class prior to the each exam and a study guide provided. The examination materials cover major terms, concepts and calculations related to basic media problems.

Final Group Project

One major group assignment is due at the end of the semester in the form of a comprehensive media plan, to be handed out before classes end. Details about this assignment will be given later in the semester. The purpose of the group assignment is to critically think about and strategically apply the materials covered in this course to prepare you for the media portion in typical campaigns. The project will contain a complete media plansbook, due by the last day of classes and an in-class presentation. Groups will be formed according to student input. However, the professor will make the group member determinations. Peer evaluations will be given after the final version of the project is completed.

Media Flight Plan and Case Studies

Individual assignments are designed to help you to learn media concepts, principles, and strategies. They follow along the lectures material, and give you hands-on experience in solving problems, related to the topic. Selective parts will be collected in class on their respective due dates. A case study report is meant to be a short (2-3 pages) thought piece on the problems raised in the case. We will usually discuss the solutions in class. Some cases are designed for discussion only.

Class Participation and Attendance

Students are expected to attend class regularly. Other commitments such as class schedule conflicts and work are not acceptable excuses for missing class. Please be careful to design your class and work schedules such that time conflicts do not occur. You are expected to complete reading assignments prior to class meetings, and to actively participate in class discussions. In the case of borderline final grade averages, participation and attendance will determine which grade you receive. **Note:** As much as a letter grade will be deducted from your final averages for excessive absences.

Course Evaluation

Your final grade in the course will be determined based on the following:

Exam #1	15%
Exam #2	15%
Exam #3	15%
Flight Plan Exercises	10%
Case Study Report	15%
Final Group Project: Media Plan	<u>30%</u>
	100%

* - based upon 20% for plansbook quality, 10% presentation and peer evaluation

ACEJMC Assessment Goals and Measures

The goals for learning for journalism and mass communication students in the department focus on the following 11 professional values and competencies (Truth, accuracy, and fairness, freedom of expression and the First Amendment, ethical ways of thinking and acting, history and roles of the media, diversity of audiences, write and edit clearly and accurately, use the tools of technology, apply theories in presenting information, engage in research and critical evaluation, understand data and statistics, and think creatively and analytically). Students shall be aware of those and their knowledge will be assessed. In this course, student will be required to complete an assignment that relates to advertising, a standardized exam that directly measures the competencies and values, and a brief student survey. These measures will not flow into the course grade (unless a student does not take the tests) and will be evaluated and analyzed by other than the instructor.

General Policies

It is the student's responsibility to advise me of any personal emergency that might affect his/her performance in the course. No credit will be given for unexcused late work. Random arrivals and exits in class only serve to distract other students and the professor as does spotty attendance of group meetings.

See the course requirements for further common policies. Since we (and this includes me) are working for a real client who is taking this seriously and will "compensate" the effort, your conduct should be that of a professional, and you will be penalized based on the gravity of the offense against this philosophy.

Ethical Conduct

This course emphasizes ethical practices and perspective. Above all, students and instructors should strive to communicate and act, both in class interactions and in assigned coursework, in a manner directed by personal integrity, honesty, and respect for self and others. Included in this focus is the need for academic honesty by students as stated by the UNM Pathfinder. Students need to do original work and properly cite sources. For example, be aware of plagiarism--directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Further, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records is also considered a violation of ethical conduct.

All such cases will be at a minimum receive a zero grade for that particular exam or assignment and at a maximum may result in failure in the course and be reported to the proper university committee.

Students with Disabilities

Qualified students with physical and learning disabilities needing appropriate academic adjustments should contact me as soon as possible to ensure your needs are met in a timely manner. Handouts are available in alternative accessible formats upon request.

Diversity

This course encourages different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities. This course seeks to foster understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Tentative Schedule

The tentative course outline is listed below. If changes in the schedule are necessary, they will be announced in class and you will be held responsible for such changes.

Date	Topics	Required Work
T – Aug. 25	Introduction to the Course	Syllabus
R – Aug. 27	Relationship Media & Advertising/IMC	
T – Sep. 1	GRP/ Impressions/ Coverage I	
R – Sep. 3	GRP/ Impressions/ Coverage II	
T – Sep. 8	CPM & CPP Concept	
R – Sep. 10	SMRB/ MRI Data Sources Use of Index in SMRB/MRI CPP/CPM Exercise due	Exercise 3
T – Sep. 15	Wrap Up and In Class Review for Exam #1 SMRB/Index Exercises due	Exercises 4, 5
R – Sep. 17	<u>EXAM ONE</u>	
T – Sep. 22	<i>Guest Speaker</i>	
R – Sep. 24	Reach & Frequency I	
T – Sep. 29	Reach & Frequency II	
R – Oct. 1	Introduction to BDI/ CDI	
T – Oct. 6	Psychological/ Lifestyle Consumer Info BDI/ CDI Exercise due	Exercise 6
R – Oct. 8	How to read syndicated data tables (SRDS)	Handout
T – Oct. 13	Weighting of Raw Data SRDS Exercises due	Exercises A, B
R – Oct. 15	No Class – Fall Break!	
T – Oct. 20	Principles of Media Planning Market Ranking Exercise due	Exercise 9
R – Oct. 22	Wrap up and Review for Exam #2	

T – Oct. 27	<u>EXAM TWO</u>	
R – Oct. 29	Pros/ Cons of Media Vehicles	
T – Nov. 3	Competitive Information/ Share of Voice	
R – Nov. 5	CMR/ LNA Exercise due HANDOUT OF FINAL PROJECT!!	Exercise 8
T – Nov. 10	Quintiles and Frequency Distribution <u>Maverick Brewing Co. case due – Extra Credit</u>	
R – Nov. 12	Elements of a media plan <i>Tutorial for Media Flight Plan</i>	Exercise 12
T – Nov. 17	Cost Issues Spot Heavy-Up Exercise due	Exercise 13
R – Nov. 19	Allocating the Budget Organizing the Media Plan (MFP Ch.1+2)	
T – Nov. 24	Wrap up and Review for Exam #3 <u>CompStar Ltd. Case due – Extra Credit</u>	
R – Nov. 26	No Class – Thanksgiving Break!	
T – Dec. 1	<u>EXAM THREE</u>	
R – Dec. 3	Final Instructions for Group Project Presentations <u>G + T Associates case due</u>	
T – Dec. 8	Group Presentations (4 groups), Q+A	
R – Dec. 10	Group Presentations (4 groups), Q+A <u>Media Plans book due: end of class (all groups)</u>	