COMM 3345: Strategic Media Planning
Fall 2016, 3 Credits
School of Communication, OSU
TR 2:20-3:40 p.m. | Denney Hall 258 - Section 14180

Instructor: Mary Sterenberg, M.S.
Office: JR 311
Office Hours: Tues. 1-2 p.m., Wed. & Thurs. 12:30-2 p.m., by appointment
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COURSE OBJECTIVES
This course introduces you to basic concepts, strategies and procedures of media planning. You will learn how to evaluate and decide where and when to buy and place advertisements to achieve your marketing and media objectives. Objectives of this course include:

- Acquaint you with basic concepts, measures and information sources involved in media planning decisions
- Provide you with first-hand experiences in media planning
- Enhance your ability to strategically analyze market, use media and influence targeted audiences and consumers

COURSE TEXTS
Required
- Occasionally, extra readings will be distributed via Carmen at http://carmen.osu.edu or class handouts.

COURSE EVALUATION

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points of Grade/Percent</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Unit Exam 1</td>
<td>15/15%</td>
<td>Oct. 11</td>
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<tr>
<td>Unit Exam 2</td>
<td>15/15%</td>
<td>Dec. 6</td>
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**Group Media Planning Project**

| Step 1: market situation & competitive analysis | 15/15% | Sept. 12 & Nov. 29 |
| Step 2: media objectives & target audience analysis | 10/10% | Oct. 5 & Nov. 29   |
| Step 3: media selection and strategy | 15/15% | Nov. 7 & Nov. 29   |
| Step 4: flowchart and budget | 10/10% | Nov. 29            |
| Step 5: final plan/presentation (including steps 1-4) | 10/10% | Nov. 29            |
| In-Class Responses | 10/10% | selected lectures |
| Total | 100 pts/100% | |

COURSE GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92%</td>
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<tr>
<td>B+</td>
<td>87-89%</td>
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<td>B</td>
<td>83-86%</td>
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<td>B-</td>
<td>80-82%</td>
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<td>C+</td>
<td>77-79%</td>
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<td>C</td>
<td>73-76%</td>
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<td>C-</td>
<td>70-72%</td>
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<td>D+</td>
<td>67-69%</td>
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<td>D</td>
<td>60-66%</td>
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<td>F</td>
<td>Less than 60%</td>
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COURSE ASSIGNMENTS

Exams
Exam review sheets will be available one week before each exam. Exams are a combination of multiple-choice questions, true/false judgments, and/or short answer questions.

Group Media Planning Project
This project will be conducted step by step throughout the quarter. This project is designed to stimulate your creativity, to improve your understanding of concepts and procedures learned in lectures and from readings, and to practice your skills of collecting information, strategically making media planning decisions and effectively crafting the report. Detailed instructions for each step will be provided in class. Individuals’ grades are based on (a) peer evaluation, (b) the written report for each step, (c) oral presentation, and (d) the final written report.

Please note: Most media industry positions require working in a collaborative environment. Similarly, being an effective team player is one of the keys to achieve a productive and pleasant learning experience in this course.

Attendance/In-class responses
In-class responses are written activities that I will provide at the beginning, middle or end of a lecture. The questions or activities will be related to our lecture topics. In addition, these responses are a way to track attendance. Starting Week 2, I will often do in-class responses. My attendance policy is to give each student three excused (i.e., documented) absences and correspondingly, up to three excused in-class responses. So, you will earn 10% of the final grade (i.e., the full credit of in-class responses) if you do not miss more than three of the in-class responses for excused reasons, and if your responses are decent. It is your responsibility to provide documentation of excused absences. If you miss a day I collect an in-class response and do not provide documentation, you will lose 1% of your final grade. Because Communication 3345 is a team-based, interactive class, if a student misses more than three classes during a regular 15-week semester, the final course grade may be lowered one full letter grade.

Assignment Submission
The instructor includes in advance the tentative schedule for the semester. It announces in advance the schedule for each assignment. Assignments must be handed in on time. The instructor is under no obligation to allow make-up assignments. NO LATE assignments will be accepted. Depending on instructions for each assignment, students should submit their work in class or on Carmen. Email submissions will not be accepted. Exams can only be rescheduled with well-documented emergencies.

Office Hours & Email
Office hours are the best place to ask in-depth questions about course readings or lectures, as well as any question about grades. I am also happy to give you feedback on your work at least 24 hours before the assignment is due during office hours. Email should be used to schedule an appointment outside of office hours or for short questions clarifying class assignments or specific items from lectures.

Academic Misconduct
The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an “excuse” for academic misconduct, so I recommend you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you violated the
University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. For additional information, see the Code of Student Conduct (http://studentconduct.osu.edu/page.asp?id=1) and with “Ten Suggestions for Preserving Academic Integrity” (http://oaa.osu.edu/coamtensuggestions.html).

**Disability Services:** Students with disabilities who have been certified by the Office for Disability Services will be appropriately accommodated, and should inform me as soon as possible of their needs. When possible, documentation should be provided no later than the second week of class. The Office for Disability Services is located in 098 Baker Hall, 113 West 12th Ave.; Phone 614-292-3307; slds@osu.edu; http://www.ods.ohio-state.edu/.

**TENTATIVE SCHEDULE**

Please note changes may be made due to class progress or other circumstances. Readings should be completed before the class for which they are assigned. Exams and assignments are underlined.

**Part 1: Marketing & Competitive Analysis**

**Week 1-3**

*Introduction & Marketing Strategy Plan*

- Aug. 23 Syllabus, introductions, media plan overview
- Aug. 25 Media preplanning and planning (Chap. 1-3)

- Aug. 30 Market situation and competitive analysis (Chap.6); **Groups/Project step 1 assigned**
- Sept. 1 Client selection/marketing problem identification

- Sept. 6 New media, new rules, and new goal
- Sept. 8 Troubleshoot client/competitor research

**Part 2: Media Objectives & Target Audience**

**Week 4**

*Measuring Audience*

- Sept. 13, 15 Project step 1 due @ 5 p.m. on Monday, Sept. 12 on Carmen
  Basic concepts and measurements of audience (Chap. 4)
  More advanced measurements (Chap.5)

**Weeks 5-7**

*Setting Media Objectives & Defining Target(s)*

- Sept. 20, 22 Identifying media objectives (Chap. 7)
  Defining target audience(s) – the “who”
  Project step 2 assigned

- Sept. 27, 29 Finalizing objectives and determining “where” and “when” (Chap.6-7)
  Weighting and scheduling (Chap.8)

- Oct. 4, 6 Group work on Step 2
Project step 2 due @ 5 p.m. on Wednesday, Oct. 5 on Carmen (PEER EVAL #1 DUE)
Review for Unit Exam 1

Part 3: Media Selection & Media Strategy

Weeks 8-11  Selecting Media, Media Strategy

Oct. 11    Unit Exam 1
Oct. 13    FALL BREAK

Oct. 18, 20 Media Strategy & Campaign Architecture (Chap. 11)
Project step 3 assigned
Media strategy statement development

Oct. 25, 27 Media Selection I: Media comparisons (Chap. 9)
Media Selection II: Dayparts & media mix (Chap. 10)
Media Selection III: Implications from new theories

Nov. 1, 3 Budget implications for media strategy & selection (Chap. 12)
Finalizing media strategies, selections

Part 4: Flowchart & Budget

Weeks 12-13 Buying Media, Creating Flowchart, &Making Budget

Nov. 8, 10 Project step 3 due @ 5 p.m. on Monday, Nov. 7 on Carmen
Media costs and buying (Chap. 12)
Calculating CPP/CPM
Project step 4 & 5 assigned

Nov. 15, 17 Allocating the budget (Chap. 13)
Putting together final media plan

Part 5: Putting It All Together

Weeks 14-15 Presenting Your Media Plan (to Your Client)

Nov. 22, 24 Individual group meetings and help
THANKSGIVING BREAK

Nov. 29, Dec. 1 Project presentations I
The final project report due (including steps 1-4), in class & on Carmen, Nov. 29
(PEER EVAL #2 DUE)
Project presentations II

Dec. 6    Unit Exam 2