

# 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

Email: [sterenberg.2@osu.edu](mailto:sterenberg.2@osu.edu)

Phone: 614-292-6185 (office)

Twitter: @maryIV

## 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

- Sissors, J. Z. & Baron, R. B (2010). *Advertising media planning* (7<sup>th</sup> ed). New York, NY: McGraw-Hill.
- Occasionally, extra readings will be distributed via Carmen at <http://carmen.osu.edu> or class handouts.

## COURSE EVALUATION

Assignments	Points of Grade/Percent	Due Date
Unit Exam 1	15/15%	Oct. 11
Unit Exam 2	15/15%	Dec. 6
<b>Group Media Planning Project</b>		
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

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	60-66%
B+	87-89%	C	73-76%	F	Less than 60%
B	83-86%	C-	70-72%		

## 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 12<sup>th</sup> Ave.; Phone 614-292-3307; [slds@osu.edu](mailto: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

<b>Week 1-3</b>	<b>Introduction &amp; Marketing Strategy Plan</b>
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); <b>Groups/Project step 1 assigned</b>
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

<b>Week 4</b>	<b>Measuring Audience</b>
Sept. 13, 15	<u>Project step 1 due @ 5 p.m. on Monday, Sept. 12 on Carmen</u> Basic concepts and measurements of audience (Chap. 4) More advanced measurements (Chap.5)
<b>Weeks 5-7</b>	<b>Setting Media Objectives &amp; Defining Target(s)</b>
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

### **Part 3: Media Selection & Media Strategy**

<b>Weeks 8-11</b>	<b><i>Selecting Media, Media Strategy</i></b>
Oct. 11	<u>Unit Exam 1</u>
Oct. 13	<b>FALL BREAK</b>
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**

<b>Weeks 12-13</b>	<b><i>Buying Media, Creating Flowchart, &amp; Making Budget</i></b>
Nov. 8, 10	<u>Project step 3 due @ 5 p.m. on Monday, Nov. 7 on Carmen</u> 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**

<b>Weeks 14-15</b>	<b><i>Presenting Your Media Plan (to Your Client)</i></b>
Nov. 22, 24	Individual group meetings and help <b>THANKSGIVING BREAK</b>
Nov. 29, Dec. 1	<u>Project presentations I</u> <u>The final project report due (including steps 1-4) , in class &amp; on Carmen, Nov. 29</u> (PEER EVAL #2 DUE) <u>Project presentations II</u>
Dec. 6	<u>Unit Exam 2</u>