



COMM 3345 | Strategic Media Planning (Hybrid)

Autumn 2018, 3 Credits

School of Communication, the OSU

Wednesdays: 12:40-2:45pm | Journalism Building 106

Professor Zheng Joyce Wang, Ph.D.

Office: 3108 Derby Hall

Office Hrs: Tuesdays 3:00-5:00pm & by appointment.

Email: wang.1243@osu.edu

Course Description

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 market and media objectives.

Three Basic Objectives

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

Required Readings

(1) Sissors, J. Z. & Baron, R. B (2010). *Advertising media planning* (7th ed). New York, NY: McGraw-Hill.

(2) Young, A. (2014). *Brand media strategy: Integrated communications planning in the digital era* (2nd Ed.). New York, NY: Palgrave Macmillan.

(3) Occasionally, extra readings will be distributed through the course website (available through Carmen at <http://carmen.osu.edu>) or class handouts.

[Note: A copy of both textbooks is reserved for students in this class at the Thompson (Main) Library. Please ask the circulation desk.]

Assignments & Grading

<u>Assignments</u>	<u>Percent/Points of Grade</u>	<u>Due Date</u>
Unit Exam 1	15%	Oct.10
Unit Exam 2	15%	Dec.10
Group Media Planning Project		
Step 1: market situation & competitive analysis	15%	Sept.21 & Nov.28
Step 2: media objectives & target audience analysis	10%	Oct.19 & Nov.28
Step 3: media selection and strategy	15%	Nov.9 & Nov.28
Step 4: flowchart and budget	10%	Nov.28
Step 5: project presentation (including steps 1-4)	10%	Nov.28
<u>In-Class Responses</u>	10%	<u>selected lectures</u>
Total	100% (100 pts)	
Extra credit for class or research participation	up to 3%	TBA

- **Exams** are useful ways to help student to systematically organize learned concepts, methods, and knowledge. A review sheet will be disseminated in class one week before each exam. Exams comprise of multiple-choice questions, true/false judgments, and/or short answer questions.
- **The group media planning project** is the most important component of learning and practicing with what is learned in this course. It will be conducted step by step throughout the semester. 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: Almost all media industry positions require working in a collaborative environment. Similarly, **being a responsible and effective team player** is one of the keys to achieve a productive and pleasant learning experience in this course.
- **In-class responses** are short answers to a question (50-100 words or so) or group activities, which I will administrate at the beginning, middle, *or* end of a lecture beginning Week 2. The questions or activities will be related to our lecture topics. In addition, they are a way to track attendance. Each daily response/attendance counts 2% (i.e., 2 pts) of the final grade unless the answer is nonsense which results in zero point. From Week 2, this course meets 15 times. I will select seven times to do in-class responses. **My attendance policy** is to give each student two excused (i.e., documented) absence and correspondingly, two excused in-class responses. So, you will earn $2\% \times 5 = 10\%$ of the final grade (i.e., the full credit of in-class responses) if you do not miss more than twice of the seven responses and if your responses are decent.
- **Extra credit:** To promote class and research participation, there will be opportunities during or after classes to earn extra credit. They will be announced in classes.

The final grading scale will be as follows:

A 94-100; A- 90-93; B+ 87-89; B 84-86; B- 80-83;

C+ 77-79; C 74-76; C- 70-73; D+ 65-69; D 60-64; E 59 & lower.

Special note concerning attendance while having flu symptoms

Students should *not* attend class while ill with flu. The illness and self-isolation period will usually be about a week. It is very important that individuals avoid spreading the flu to others. Most students should be able to complete a successful semester despite a flu-induced absence. If you are absent due to the flu, you will be provided with a reasonable opportunity to make up missed work. Completion of all assignments and exams assures the greatest chance for students to develop heightened understanding and content mastery. The opportunity to complete all assignments and exams supports the university's desire to enable students to make responsible situational decisions, including the decision to avoid spreading a contagious virus to other students, staff, and faculty, without endangering their academic work.

Students with the flu do *not* need to provide a physician's document of illness. However, ill students should inform me via emails as soon as possible that they are absent because of the flu.

Hybrid Courses

In the School of Communication, the hybrid structure means 2/3 of the class time is in-class teaching and learning, and 1/3 of the class time is on-line teaching and learning. *The online component of the course is primarily devoted to group work on the media planning projects.* A group should decide when is the best for the group to regularly meet (online or in person) to work on the project weekly/biweekly and steadily throughout the course, and to meet with the instructor for help and feedback when needed. *Please respect the group work time and schedule.*

For the in-class component, it takes up two normal 55-minute class periods back to back, and it is up to us how to break up the time within the assigned time period. Our class has the choice to have classes (1) 12:40-2:30pm straight through; or (2) with a break, that is, two sessions 12:40-1:35pm and then 1:50-2:45pm. We will select the choice based on the majority opinion of the class students on the first day of the class.

Late Assignments & Assignment Submission

Late assignments will *lose one point for each day they are late*, including weekends. No late work will be accepted after *one week* from the due date. Exceptions may be made for serious illness or other well-documented emergencies. Depending on instructions for each assignment, students should submit their work in class or through Carmen (Canvas) Dropbox. *Email submissions will not be accepted.*

Generally, make-up exams are not permitted. Exams can only be rescheduled with well-documented emergencies.

Revisions of Assignments

I will be happy to give you feedback on your work *at least two business day before* the assignment is due. Once the assignment is due, no revision is allowed.

Office Hours & E-Mail

Office hours are the best place to ask in-depth questions about course readings or lectures, as well as any question about grades. E-mails 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

Information regarding academic dishonesty can be found in the *Code of Student Conduct* (<http://studentconduct.osu.edu/>). Academic dishonesty can result in anything from an F on an assignment to expulsion from the university. Instructors shall report all instances of alleged academic misconduct to the Committee on Academic Misconduct (Faculty Rule 3335-5-487). In this class, any suspected violation of the *Code* will be referred to the Committee on Academic Misconduct (see <https://oaa.osu.edu/coam.html>) immediately. No exception will be made.

All students at the OSU are responsible for being familiar with the *Code*, and ignorance of the Code is not an excuse for violating it. Please ensure that you are familiar with the *Code*

and familiarize with “*Ten Suggestions for Preserving Academic Integrity*” (<https://oaa.osu.edu/coamtensuggestions.html>). *If you are ever in doubt about what constitutes academic misconduct, please come and talk to me immediately.*

Students with Special Needs

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services (<http://www.ods.ohio-state.edu/>) as the office coordinates accommodations for students with documented disabilities.

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: Overview & Competitive Analysis

Week 1

Introduction

Aug. 22

Hello, the syllabus, and an introduction
Media preplanning and planning (SB-Chap.1-3)

Weeks 2-3

Overview & Marketing Strategy Plan

Aug. 29

Market situation and competitive analysis (SB-Chap.6)
Project step 1 assigned; groups created

Sept. 5

New media, new rules, and new goals (Y-Chap.1-4)
Basic concepts and measurements of audience (SB-Chap. 4)

Part 2: Media Objectives & Target Audience

Weeks 4-5

Measuring Audience & Data Collection

Sept. 12

Guest speakers: databases and data visualization

Sept. 19

More advanced measurements (SB-Chap.5; Y-Chap.12-13)
Project step 1 due @ 5:00pm on Friday

Weeks 6-8

Setting Objectives & Defining Target(s)

Sept. 26

Who, where, and when (SB-Chap. 7; Y-Chap.5)
Project step 2 assigned

Oct. 3

Resources and index (SB-Chap.6-7; Y-Chap.12-13)
Weighting and scheduling (SB-Chap.8)
Review for Unit Exam 1

Oct. 10

Unit Exam 1

Part 3: Media Selection & Media Strategy

Week 9

Selecting Media

Oct. 17

Media comparisons (SB-Chap.9; Y-Chap.10)

Social media and word of mouth (Y-Chap.6)
Project step 2 due @ 5:00pm on Friday

Weeks 10-11

Deciding Media Strategy

Oct. 24 Principles of media strategy (SB-Chap.10; Y-Chap.7-8)
Project step 3 assigned

Oct. 31 Campaign architecture (SB-Chap.11; Y-Chap.9)

Part 4: Flowchart & Budget

Weeks 12-13

Buying Media, Creating Flowchart, & Making Budget

Nov. 7 Marketing company guest speaker
Project step 3 due @ 5:00pm on Friday

Nov. 14 Media costs and buying (Chapter 12)
Setting and allocating the budget (SB-Chap. 13; Y-Chap.11)
Project step 4 assigned

Part 5: Put It All Together

Week 14

Integrating Your Media Plan

Nov. 21 Individual group meetings and help based groups' work and needs

Weeks 15-16

Presenting Your Media Plan (to Your Client)

Nov. 28 Project presentations
The final project report due (including steps 1-4)
Review for Unit Exam 2

Dec. 5 Wrap up and summary; review for Unit Exam 2; individual help

Finals Week

Unit Exam 2

Dec. 10 (Monday) Unit Exam 2 (4:00-5:00pm, our regular classroom)