

COMM 3345: Strategic Media Planning (Hybrid)

Fall 2019, 3 Credits

School of Communication, OSU

Wednesday 12:40-2:30 p.m. | Journalism 106 - Section 17825

Instructor: Mary Sterenberg, M.S.

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Office Hours: Tuesday/Thursday 12:30-2:30 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

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

HYBRID COURSE EXPECTATIONS

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 online teaching and learning. Please be aware of the following expectations for participation in this course structure:

- It is imperative that you attend the in-person day of class each week (see "Attendance" below)
- You must have access to reliable Wi-Fi and take responsibility for ensuring you can access online resources such as discussion boards, video/audio materials and quizzes, as one-third of our class is conducted online. You have access to course expectations and deadlines in advance, and the Carmen team and I are available to help with technical issues PRIOR to due dates. Assignments will not be accepted late regardless of problems with Wi-Fi access and other technical difficulties. Refer to <https://resourcecenter.odee.osu.edu/carmencanvas> for answers to many Carmen problems or questions for the Carmen support team.
- You must be active in Carmen, which means accessing our course online multiple times per week as I only see you once a week and may post updates or announcements. The class includes a group-based project worth a significant portion of your grade, so this also ensures you remain connected to and active within your group. The module for each week will provide assigned readings, needed materials and assignments for that week (i.e., due dates for discussion posts and reminders for upcoming quizzes/exams/assignments),
- You must complete all assigned readings BEFORE coming to class each week. This will help ensure you don't lose points in online discussions/reading quizzes and are ready to begin applying concepts during our limited time together in class. Reading quizzes are due by the start of class, as noted on the syllabus. DO NOT collaborate with classmates on reading quizzes. Your lowest reading quiz score is dropped.
- Bring a computer to class so you can access online materials, discussions and resources. A computer is also required for reading quizzes and exams.

COURSE EVALUATION

Assignments

Points of Grade/Percent

Group Media Planning Project (50%)

Step 1: market situation & competitive analysis	50/12.5%
Step 2: media objectives & target audience analysis	40/10%
Step 3: media selection and strategy	50/12.5%
Step 4: flowchart and budget	30/7.5%
Step 5: final plan/presentation (including steps 1-4)	30/7.5%

Online Participation (25%)

Online Discussions	50/12.5%
Reading Quizzes	50/12.5%

Exams (25%)

Unit Exam 1	50/12.5%
Unit Exam 2	50/12.5%

See extra credit note below

Total	400 pts/100%
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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

Group Media Planning Project

This project will be conducted step by step throughout the quarter and will result in a final media plan for an established brand seeking to accomplish designated objectives through strategic use of advertising/paid media. This assignment requires students to go beyond learning and understanding the concepts covered in the course, and asks that they apply the concepts in a way that provides a logical and research-based media plan for the chosen brand. Detailed instructions and rubrics for each step will be provided. 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. This will require active participation both in the classroom and electronically since the course is a hybrid format.

Exams

This course includes two exams. Exams are multiple choice and include materials covered in lecture materials as well as assigned readings. Exams will require a calculator. Proctorio is the online exam proctoring tool integrated into Carmen. Use of Proctorio is **required** for the exams in this course. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. You will need to use a Chrome browser. Visit the [Student Guide to Proctorio](#) to get started before the exams.

Online Discussions

We only meet in class once a week, so the online discussion boards will be a place for us to discuss course concepts as either a larger class or within groups as we move into the group media planning project. There will be 5 required discussions and you will earn 5 points for making a substantive post AND 5 points for responding to at least one classmate's post. Requirements for each discussion post and response will be provided in class and on Carmen.

Reading Quizzes

Readings are from the class textbook, *Advertising Media Planning*, as well as any posted lecture materials. To ensure that you are keeping up with the readings and coming to class ready to move forward, there will be 11 reading quizzes throughout the semester (due dates listed in the syllabus). **Quizzes are available via Carmen and must be completed BY START OF CLASS ON THE DATE LISTED ON THE SYLLABUS. They are available for 24 hours prior to the due date. There are no make-up quizzes. STUDENTS MAY NOT WORK TOGETHER OR COLLABORATE IN ANY WAY ON QUIZZES. Questions are available one at a time and lock after the answer is submitted, so students may not go back after answering a question.**

Each quiz will have five questions, worth one point each, and you will have 10 minutes to take each quiz. Your lowest quiz/response grade will be dropped. If you miss a quiz, you must use this as your dropped grade, but if you miss no quizzes, your lowest earned grade will be dropped.

Attendance

The attendance policy for this class is to allow one excused (i.e., documented) absence. Because Communication 3345 is a team-based, hybrid class that only meets once a week, if a student misses more than one class during a regular 15-week semester, the final course grade will be lowered one letter grade for each unexcused absence beyond one.

Extra Credit: There is a maximum of 11 extra credit points available in this class. Extra credit will be applied to the final grade point total. *All extra credit must be submitted on Carmen by the final day of class.*

- **Activities (5 points):** Participate in an outside activity identified during the semester and submit a two-paragraph response about the event and what you learned. Attach proof of attendance.
- **"Share" discussion board (5 points):** Post to the "Share" discussion board on Carmen with information that meets all of the criteria outlined in the forum AND post a substantive comment on at least one other student's post. See details within the discussion board on Carmen.
- **SEI class response rate (1 point):** If the class hits an 80% response rate on SEIs, I will give the entire class a point.

Assignment Submission

The instructor includes in advance the tentative schedule for the semester. It announces the due date for each assignment other than online discussions, which will be available with due dates on Carmen as they are assigned. 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 48 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

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all

forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement):

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of these conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org

Accessibility accommodations for students with disabilities

Requesting accommodations

The University strives to make all learning experiences as accessible as possible.

If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

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.

Part 1: Marketing & Competitive Analysis

- Week 1: 8/21 Syllabus, introductions, media plan overview
Media preplanning and planning (Chap. 1-3)
- Week 2: 8/28 Market situation and competitive analysis (Chap.6);
Groups assigned/Discuss Step 1
Client selection/marketing problem identification
BEFORE CLASS:
- *Reading quiz #1 (Chap. 6)*
- Week 3: 9/4 New media, new rules, and new goal
Troubleshoot client/competitor research
BEFORE CLASS:
- *Reading quiz #2 (Assigned Articles)*

Part 2: Media Objectives & Target Audience

- Week 4: 9/11 Measuring the audience: Basic market research (Chap. 4)
Advanced audience measurements (Chap. 5)
BEFORE CLASS:
- *Project step 1 due by midnight on Tuesday, Sept. 10 on Carmen*
- *Reading quiz #3 (Chap. 4)*
- Week 5: 9/18 Identifying media objectives (Chap. 7)
Defining target audience(s) – the “who”
Discuss Step 2
BEFORE CLASS:
- *Reading quiz #4 (Chap. 7)*
- *Discussion #1: post and response*
- Week 6: 9/25 **NOTE: CLASSROOM LOCATION CHANGE: WE WILL MEET IN JOURNALISM 360 JUST TODAY**

Finalizing objectives and determining “where” and “when” (Chap.6-7)
Weighting and scheduling (Chap.8)
BEFORE CLASS:
- *Reading quiz #5 (Chap. 8: focus carefully on 223-236)*

Week 7: 10/2 Group work on Step 2
BEFORE CLASS:
- *Reading quiz #6 (Assigned Readings)*
- *Discussion #2: post and response*

AFTER CLASS:
Project step 2 due by midnight on Thursday, Oct. 3 on Carmen (PEER EVAL #1 DUE)

Week 8: 10/9 Review for Unit Exam 1
Unit Exam 1 (Online exam open 24 hours on 10/10)

Part 3: Media Selection & Media Strategy

Week 9: 10/16 Media Strategy & Campaign Architecture (Chap. 10)
Discuss Step 3
Media strategy statement development
BEFORE CLASS:
- *Reading quiz #7 (Chap. 10)*

Week 10: 10/23 Media Selection I: Media comparisons (Chap. 9)
Media Selection II: Dayparts & media mix
Media Selection III: Implications from new theories
BEFORE CLASS:
- *Reading quiz #8 (Chap. 9)*

Week 11: 10/30 Budget implications for media strategy & selection (Chap. 12)
Finalizing media strategies, selections
BEFORE CLASS:
- *Reading quiz #9 (Chap. 12)*
- *Discussion #3: post and response*

AFTER CLASS:
- *Project step 3 due by midnight on Friday, Nov. 1 on Carmen*

Part 4: Flowchart & Budget

Week 12: 11/6 Media costs and buying (Chap. 12)
Calculating CPP/CPM
Discuss Steps 4 & 5
BEFORE CLASS:
- *Reading quiz #10 (Assigned Readings)*
- *Discussion #4: post and response*

Week 13: 11/13 Allocating the budget (Chap. 13)
Putting together final media plan
Individual group meetings and help
BEFORE CLASS:
- *Reading quiz #11 (Chap. 13)*

Week 14: 11/20

Project presentations

***The final project report due (including steps 1-4), in class & on Carmen, 11/20
(PEER EVAL #2 DUE)***

Week 15: 11/27

THANKSGIVING

Week 16: 12/4

Unit Exam 2

Discussion #4: post and response (due by end of day 12/6)