

COMM 3345: Strategic Media Planning

Spring 2016, 3 Credits

School of Communication, OSU

TR 12:45-2:05 p.m. | Cockins Hall 312 - Section 26984

Instructor: Mary Sterenberg, M.S.

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Office Hours: Mon. 9:45-11:15 a.m., Wed. 12:30-3 p.m., by appt.

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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.
- 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%	March 1
Unit Exam 2	15/15%	April 21
Group Media Planning Project		
Step 1: market situation & competitive analysis	15/15%	Feb. 1 & April 14
Step 2: media objectives & target audience analysis	10/10%	Feb. 24 & April 14
Step 3: media selection and strategy	15/15%	March 29 & April 14
Step 4: flowchart and budget	10/10%	April 14
Step 5: final plan/presentation (including steps 1-4)	10/10%	April 14 & 19
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.

In-class responses

In-class responses are short answers to a question (50-100 words or so) or group activities that I will provide 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, these responses are a way to track attendance. Each response counts 1% (i.e., 1 pt) of the final grade unless the answer is nonsense, which results in zero points. 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.**

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 through Carmen Dropbox. *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 150 Pomerane Hall, 1760 Neil Avenue; Phone 614-292-3307; TDD 292-0901; <http://www.ods.osu.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: Overview & Competitive Analysis

Week 1-3	<i>Introduction & Marketing Strategy Plan</i>
Jan. 12	Syllabus, introductions, media plan overview
Jan. 14	Media preplanning and planning (Chap. 1-3)
Jan. 19	Market situation and competitive analysis (Chap.6); Groups/Project step 1 assigned
Jan. 21	Client selection/marketing problem identification
Jan. 26	New media, new rules, and new goal
Jan. 28	Troubleshoot client/competitor research

Part 2: Media Objectives & Target Audience

Week 4	<i>Measuring Audience</i>
Feb. 2	<u>Project step 1 due @ 5 p.m. on Monday, Feb. 1</u> Basic concepts and measurements of audience (Chap. 4)
Feb. 4	More advanced measurements (Chap.5)
Weeks 5-7	<i>Setting Media Objectives & Defining Target(s)</i>
Feb. 9, 11	Identifying media objectives (Chap. 7) Defining target audience(s) – the “who” Project step 2 assigned
Feb. 16, 18	Finalizing objectives and determining “where” and “when” (Chap.6-7) Weighting and scheduling (Chap.8)

Feb. 23, 25 Group work on Step 2
Project step 2 due @ 5 p.m. on Wednesday, Feb. 24
Review for Unit Exam 1

Part 3: Media Selection & Media Strategy

Weeks 8-11 Selecting Media, Media Strategy

March 1 Unit Exam 1

March 3 Media Strategy & Campaign Architecture (Chap. 11)
Project step 3 assigned

March 8, 10 Media Selection I: Media comparisons (Chap. 9)
Media Selection II: Dayparts & media mix (Chap. 10)
Media Selection III: Implications from new theories

March 15, 17 **NO CLASS – SPRING BREAK**

March 22, 24 Media strategy statement development
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

March 29, 31 Project step 3 due @ 5 p.m. on Monday, March 29
Media costs and buying (Chap. 12)
Calculating CPP/CPM
Project step 4 & 5 assigned
Guest Speaker (tentative)

April 5, 7 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)

April 12 Individual group meetings and help

April 14 Project presentations I
The final project report due (including steps 1-4) , in class & on Carmen, April 14

April 19 Project presentations II

April 21 Unit Exam 2