

COMM 3345: Strategic Media Planning (Hybrid)

Fall 2021, 3 Credits

School of Communication, OSU

Wednesday 12:40-2:30 p.m. | Section 12400 | Journalism Building 106

Mary Sterenberg, M.S.

sterenberg.2@osu.edu

614-292-6185

@maryIV

Office Hours: Monday 9:30-11:30 a.m., Tuesday 2:30-3:30 p.m., Wednesday 3-4 p.m. by appointment (virtually)

DESCRIPTION OF COURSE

We're living in a world of integrated communication, where the disciplines of public relations, communications, marketing and advertising often intersect or overlap. This course introduces students to the 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.

COURSE OBJECTIVES

- 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

- Egan, Beth Donnelly (2020) [Media Planning Essentials](#). This is an online textbook that requires students purchase a license. You can do that through the university bookstore or directly through the publisher [Stukent](#).
- AFTER you purchase your textbook license, you can join our Stukent "course" at: <https://home.stukent.com/join/3B9-C76> (NOTE: we will use Carmen for all coursework and assignment. You will use the Stukent site only to access your textbook. You can reach out to Stukent directly at virtualta@stukent.com or call 855-788-5368 if there are any issues with the textbook.)

HYBRID COURSE EXPECTATIONS

This course will have in-person and online components, but students should plan attend class LIVE ONLINE OR IN-PERSON during all scheduled class periods.

- Do not schedule work or other commitments during class periods.
- 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. 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. Refer to <https://resourcecenter.odee.osu.edu/carmencanvas> for answers to many Carmen problems or questions for the Carmen support team.
- Be active in Carmen, which means accessing our course online multiple times per week as I don't see you live every class period 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. Quizzes are due by the start of class, as noted on the syllabus. DO NOT collaborate with classmates on quizzes. Your lowest reading quiz score is dropped.
- Bring a computer to any in-person classes so you can access online materials, discussions and resources.

COURSE EVALUATION

Assignments

Points of Grade/Percent

Group Media Planning Project (150 pts; 37.5%)

Step 1: situation assessment & competitive analysis	25/6.25%	_____
Step 2: target audience insights	25/6.25%	
Step 3: media strategies, objectives & media channel selections	50/12.5%	
Step 4: final plan/presentation (including steps 1-4)	50/12.5%	

Individual Assignments (150 pts; 37.5%)

Assignments	80/20%
Reading Quizzes	70/17.5%

Exams (100 pts; 25%)

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

See extra credit note below

Total	400 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

Group Media Planning Project

This project will be conducted step by step throughout the semester and will result in a final media plan for a 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.

- *Step 1: Collect and analyze marketing/business information about your client, its competitors and the current business/marketing situation and environment. Identify the business/marketing problem to be solved, which becomes the foundation for the following steps and your ultimate media plan.*
- *Step 2: Describe and analyze your target audience(s) as a foundation for coming media planning decisions. Explain campaign/product and give justification for how target audience and campaign/product align.*
- *Step 3: Create media strategies based on strong research and rationale. Include media objectives that detail what the paid media should accomplish that form a foundation for media selections that are based on strong research and rationale.*
- *Step 4: Combine Steps 1-3 into a revised and cohesive final media plan that is consistent and professional. Add a budget and flowchart for the final media plan. Present the plan to the class as if they are executives with your brand considering whether to approve the plan and ad spend.*

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.

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.

Individual Assignments

There will be individual assignments worth 10-20 points each throughout the semester for a total of 80 points. Some assignments will be completed in class and others will be completed after class and submitted. **DUE DATES AND INSTRUCTIONS FOR INDIVIDUAL ASSIGNMENTS ARE NOT LISTED ON THE SYLLABUS BUT WILL BE PROVIDED IN CLASS AND ON CARMEN.** This is because due dates depend on how much time we have to work in class on a given day or whether students need time beyond the class period to complete certain assignments.

Reading Quizzes

Readings are from the class textbook, *Media Planning Essentials*, 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. COMPLETE BY START OF CLASS ON THE DATE LISTED ON THE SYLLABUS. They are available for 48 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 seven questions, worth one point each, and you will have 15 minutes to take each quiz. Your lowest quiz/response grade will be dropped. If you miss a quiz, this serves as your dropped grade. 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 as a large group online 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. If you require an accommodation due to COVID-19 or another documented issue, please contact the instructor right away. The university also has a process to document COVID accommodation requests: <https://slds.osu.edu/covid-19-info/covid-related-accommodation-requests/>.

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. *Submit all extra credit on Carmen by the final day of class (not counting finals week).*

- **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.

COVID-19 and Illness Policies

University COVID policies

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>).

Masks and social distancing

The university requires that everyone on campus wears masks indoors (for more information, see <https://safeandhealthy.osu.edu/>). Wearing a mask that covers your mouth and nose is important because it can help slow the spread of COVID-19. There are several reasons to do this, even if you are vaccinated. First, the “Delta variant,” which is the dominant version of the virus that causes COVID in the U.S. today, is highly contagious, and has caused a huge increase in cases recently. Second, even if you are vaccinated, there have been some cases of “breakthrough” infection, where a vaccinated person becomes ill. These cases are much less severe than cases among unvaccinated individuals, but you still don’t want to go through it if you don’t have to. Finally, and most importantly, if you get COVID-19 you can spread it to other people, including young children and others who cannot take the vaccine. In short, masks help protect you and they help you protect other people.

Social distancing may also help slow the spread of COVID. Although classrooms are no longer configured to ensure that students can spread out, doing so may still be helpful if you have the opportunity.

Illness or absence

Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, students should not attend class if they are feeling sick. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced absence. If you are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. If you are absent due to illness, including but not limited to COVID, I will give you a reasonable opportunity to make up missed work. You do not need to provide a physician’s document of illness, but you should advise me via email as soon as you are safely able to do so.

Attendance

Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, students should not attend class if they are feeling sick. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced absence. If you are absent due to illness, including but not limited to COVID, I will give you a reasonable opportunity to make up missed work. You do not need to provide a physician’s document of illness, but you should advise me via email as soon as you are safely able to do so.

Recordings of class sessions

I intend to record of class sessions on Zoom, where they can be accessed via the class Zoom after the live class period as needed. These recordings are not a substitute for the in-person learning experience. Instead, they are a tool to help those who are forced to miss class on account of illness to catch up. As such, recordings may fail to capture in-class activities, they may be incomplete in other ways, or they be entirely missing (e.g., in the event of a problem with the recording technology).

Other related resources

COVID-19 Accommodations. The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university’s [request process](#), managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. 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.

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is

located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

COVID-19 emergency financial assistance (<https://sfa.osu.edu/contact-us/consumer-disclosure/COVID-19-aid>) Ohio State has emergency grants available to aid students who are facing unexpected financial challenges related to the pandemic. Students may use the funds toward any component of the cost of attendance, or for emergency costs that arise as a result of the COVID-19 pandemic such as food, housing, tuition, health care (including mental health care) or child care. Please visit the website for more information.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Carmen:

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)
- **Carmen Zoom:**
 - Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom](#) help guide
- **Proctorio:**
 - Proctorio, an online proctoring tool, will be used during this course for the midterm and final exams. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you **must be over 18 years of age**. Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.**
 - Proctorio offers free [24/7 student support](#) through web chat or email.

Assignment Submission

The instructor includes in advance the tentative schedule for the semester with the due date for all assignments EXCEPT Individual Assignments where due dates will be provided in class and on Carmen (see note above). Hand in all assignments on time, as the instructor is under no obligation to allow make-up assignments. 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

I will hold office hours via Zoom ([Carmen Zoom](#) help guide). 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/>

Health and Safety Requirements

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses. If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

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 Interim Ohio State Title IX Coordinator, Molly Peirano, 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 the aforementioned 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)

Who can I talk to? Where can I go for help with emotional distress?	Who can I talk to? Where can I go for help with emotional distress?
Counseling and Consultation Service 614-292-5766 1030 Lincoln Tower, 1800 Cannon Dr. Younkin Success Center, 1640 Neil Ave.	Student Wellness Center 614-292-4527 RPAC, 337 Annie & John Glenn Ave.
"Let's Talk" Thursday evenings, 6-8 p.m. Multicultural Center, Ohio Union	Sexual Assault Response Network of Central Ohio 614-267-7020
Psychology Services Center 614-292-2345 105 Psychology Building, 185 Neil Ave.	Buckeye Peer Access Line (PAL) 8 P.M. – Midnight (only) 614-514-3333
Stress Trauma & Resilience 614-293-STAR Harding Hospital, 1670 Upham Dr.	Suicide Prevention Lifeline 614-221-5445 or 800-273-8255 Text 4hope to 741741 Or call 911 for immediate assistance

School of Communication Cares School of Communication Cares

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.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.

NOTE ON INDIVIDUAL ASSIGNMENTS: Due dates for individual assignments are NOT listed on syllabus because some will be submitted during class time and timing often depends on how much we get done during a given class. Due dates will be provided in class and on the assignments in Carmen.

Part 1: Marketing & Competitive Analysis		
Week 1: 8/25	Syllabus Introduction and Communication Process Overview	BEFORE CLASS READ: Chapters 1 & 2 COMPLETE: Reading Quiz #1 [Note: I will leave Quiz 1 open until 9/1 because I know students may be adding/dropping the course. Be aware that Quiz 2 must also be completed by 9/1.]
Week 2: 9/1	Consumer Decision Journey Groups assigned/Discuss Step 1 Client/product selection	BEFORE CLASS READ: Chapter 3 COMPLETE: - Reading Quiz #2
Week 3: 9/8	Marketing Mix	BEFORE CLASS READ: Chapter 4 COMPLETE: Reading Quiz #3
Part 2: Media Objectives & Target Audience		
Week 4: 9/15	Target Audiences	BEFORE CLASS READ: Chapter 5 WATCH: Persuasive Messaging Lecture COMPLETE: Reading Quiz #4 SUBMIT: Project Step 1 due by midnight on Tuesday
Week 5: 9/22	Media Planning Basics	BEFORE CLASS READ: Chapter 6 WATCH: Persuasive Messaging Lecture COMPLETE: Reading Quiz #5
Week 6: 9/29	Group Workday	SUBMIT: Project Step 2 due by midnight on Friday 10/1
Week 7: 10/6	Review for Unit Exam 1 Take Unit Exam 1	Unit Exam 1 (Online exam open 24 hours on 10/07)
Week 8: 10/13	Media selections: offline	BEFORE CLASS READ: Chapter 7 COMPLETE: Reading Quiz #6

Week 9: 10/20	Media selections: online	BEFORE CLASS READ: Chapters 8 & 9 WATCH: Persuasive Messaging Lecture COMPLETE: Reading Quiz #7
Week 10: 10/27	Media selections: mobile Setting campaign objectives	BEFORE CLASS READ: Chapters 10 & 11 COMPLETE: Reading Quiz #8
Week 11: 11/3	Media strategy Tactical, message and strategy drivers	BEFORE CLASS READ: Chapters 12 & 13 COMPLETE: Reading Quiz #9 SUBMIT AFTER CLASS: - Project step 3 due midnight Friday, 11/5
Week 12: 11/10	Budget, flowchart Creating an integrated communication plan	BEFORE CLASS READ: Chapter 14 COMPLETE: Reading Quiz #10
Week 13: 11/17	Measurement & metrics Creating a successful media plan & pitch	BEFORE CLASS READ: Chapter 15 COMPLETE: Reading Quiz #11
Week 14: 11/24	THANKSGIVING	
Week 15: 12/1	Final Project/Pitch Prep	
Week 16: 12/8	Project presentations	Project presentations The final project report due (including steps 1-4)
Finals Week		Unit Exam 2 (Monday, Dec. 13; Online exam open all day)