

COMM 3345: Strategic Media Planning (Hybrid)

Fall 2022, 3 Credits

School of Communication, OSU

Wednesday 12:40-2:30 p.m. | Section 16433 | Journalism Building 106

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Office Hours: Monday 9:30 a.m. to noon, Tuesday 2:30-4 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 at: <https://home.stukent.com/join/65F-8AF>
- 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 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 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 & competitor 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%
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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 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 documented sickness or other issue, please contact the instructor right away.

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.

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>).

Illness or absence

If you are too ill to participate in this course due to illness, please contact the instructor as soon as you are able. If you are absent due to illness, I will give you a reasonable opportunity to make up missed work.

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.

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/>

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?

Counseling and Consultation Service
614-292-5766
1030 Lincoln Tower, 1800 Cannon Dr.
Younkln Success Center, 1640 Neil Ave.

"Let's Talk"

Thursday evenings, 6-8 p.m.
Multicultural Center, Ohio Union

Psychology Services Center
614-292-2345
105 Psychology Building, 185 Neil Ave.

Stress Trauma & Resilience
614-293-STAR
Harding Hospital, 1670 Upham Dr.

Who can I talk to?

Where can I go for help with emotional distress?

Student Wellness Center
614-292-4527
RPAC, 337 Annie & John Glenn Ave.

Sexual Assault Response Network of Central Ohio
614-267-7020

Buckeye Peer Access Line (PAL)
8 P.M. – Midnight (only)
614-514-3333

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: 8/24	Syllabus Introduction and Communication Process Overview	BEFORE CLASS READ: Chapters 1 & 2 COMPLETE: Reading Quiz #1 [Note: I will leave Quiz 1 open until 8/31 because I know students may be adding/dropping the course. Be aware that Quiz 2 must also be completed by 8/31.]
Week 2: 8/31	Consumer Decision Journey Groups assigned/Discuss Step 1 Client/product selection	BEFORE CLASS READ: Chapter 3 COMPLETE: - Reading Quiz #2
Week 3: 9/7	Marketing Mix	BEFORE CLASS READ: Chapter 4 COMPLETE: Reading Quiz #3
Week 4: 9/14	Target Audiences	BEFORE CLASS READ: Chapter 5 COMPLETE: Reading Quiz #4 SUBMIT: Project Step 1 due by midnight on Tuesday, 9/13
Week 5: 9/21	Media Planning Basics	BEFORE CLASS READ: Chapter 6 COMPLETE: Reading Quiz #5
Week 6: 9/28	Group Workday	SUBMIT: Project Step 2 due by midnight on Friday 9/30; Peer eval due 10/1
Week 7: 10/5	Review for Unit Exam 1 Take Unit Exam 1	Unit Exam 1 (Online exam open 24 hours on 10/06)
Week 8: 10/12	Media selections: offline	BEFORE CLASS READ: Chapter 7 COMPLETE: Reading Quiz #6
Week 9: 10/19	Media selections: online	BEFORE CLASS

		READ: Chapters 8 & 9 COMPLETE: Reading Quiz #7
Week 10: 10/26	Media selections: mobile Setting campaign objectives	BEFORE CLASS READ: Chapters 10 & 11 COMPLETE: Reading Quiz #8
Week 11: 11/2	Media strategy Tactical, message and strategy drivers	BEFORE CLASS READ: Chapters 12 & 13 COMPLETE: Reading Quiz #9 SUBMIT AFTER CLASS: - Project step 3 due 5 p.m. Friday, 11/4
Week 12: 11/9	Budget, flowchart Creating an integrated communication plan	BEFORE CLASS READ: Chapter 14 COMPLETE: Reading Quiz #10
Week 13: 11/16	Measurement & metrics Creating a successful media plan & pitch	BEFORE CLASS READ: Chapter 15 COMPLETE: Reading Quiz #11
Week 14: 11/23	THANKSGIVING	
Week 15: 11/30	Final Project/Pitch Prep	
Week 16: 12/7	Project presentations	Project presentations The final project report due (including steps 1-4); peer eval due 12/8
Finals Week		Unit Exam 2 (Monday, Dec. 12; Online exam open all day)