



COMM 3345 | Strategic Media Planning (Hybrid)

Autumn 2023, 3 Credits

School of Communication, the OSU

Wed. & Fri.: 12:45-2:05pm | Journalism Building 216/Zoom

Professor Joyce Wang, Ph.D.

Office Hrs: By appointment; and after each lecture (Wed. & Fri.: 2:05-3:05, Zoom or in my office Derby 3108).

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Course Description

We are living in a world of integrated communication, where the disciplines of public relations, communications, marketing, and advertising often intersect or overlap. This course introduces you to basic concepts, strategies, and procedures of media planning, which is a vital part of integrated communication. You will learn how to evaluate and decide where and when to buy and place advertisements to achieve your market and media objectives.

Course 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

All the learning materials posted on Carmen for this course, including assigned book chapters and other readings (please also see next section) for each week, my lecture slides, and project guidelines.

Recommended Readings

The following two books are important classic textbooks that provide foundational information. Unfortunately, they have not been updated recently. I will incorporate the foundational information in my teaching and our projects. I will provide relevant excerpts on Carmen, so you do not need to purchase a copy. However, it could be beneficial to obtain a copy for yourself if you are driven to develop a career in media planning or related areas.

- (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.

This is a recently published online textbook. I will integrate some of its content into my lectures. Again, I will provide relevant excerpts via Carmen.

- (3) Egan, B.D. (2021). *Media Planning Essentials*. Online publication of Stukent.

****Egan (2021)** is an online textbook that requires students to purchase a license. If you would like to purchase a copy, you can do it directly through the publisher, Stukent, using the link <https://home.stukent.com/join/3B1-A70>

****You** can reach out to Stukent directly at virtualta@stukent.com or call 855-788-5368 if there are any issues with the textbook.

(4) Occasionally, other extra readings will be distributed through Carmen or in class.

A Hybrid Course

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 unless there are medical or other urgent reasons. Because class participation and teamwork is extremely important for your learning and success in this class, you should turn on your CAMERA during the class. Please do not schedule work or other commitments during class periods.

Learning and wellbeing. Our course is designed as a hybrid class, which means we may deliver up to 74% of the content online (<https://keeplearning.osu.edu/understanding-instruction-modes>). During the pandemic when uncertainty is the keyword, this format affords us a great amount of flexibility to best adjust the class format, based on the pandemic situation and our learning content, to enrich your learning experience while keeping your safety and wellbeing as the top priority.

Teamwork. Teamwork is a critical and major element of this course, in the sense of both learning and enjoying the learning. We will have ample opportunities to develop our media planning teams and our projects. It is important to keep group communication effective. If you have to miss a team meeting or have challenges or time conflicts to complete a group assignment, please communicate to your team members as soon as you can to collectively find a solution. We will learn, practice, help each other, and succeed as a team.

Course materials. All our course materials, including lecture slides, handouts, additional readings, assignments, project guidelines, and exam guidelines, will be accessible on Carmen's "Modules" page (by default as the course home page) or "Assignments" page. I will be more than happy to meet for any questions or missed content.

Assignments & Grading

<u>Assignments</u>	<u>Percent/Points of Grade</u>	<u>Due Date</u>
Unit Exam 1	15%	
Unit Exam 2	15%	
Group Media Planning Project		
Step 1: market situation & competitive analysis	15%	
Step 2: media objectives & target audience analysis	10%	
Step 3: media selection and strategy	15%	
Step 4: flowchart and budget	10%	
Step 5: project presentation (including Steps 1-4)	10%	
In-Class/Reading Responses	10%	selected weeks
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. Exams can be administrated in person or online depending on the pandemic situation of the week.

- **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 and reading responses** are short answers to questions, 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 sometimes. Each daily response/attendance counts 1% (i.e., 1 pt) of the final grade.

I will select 12 times to do in-class/reading 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 $1\% \times 10 = 10\%$ of the final grade (i.e., the full credit of in-class responses) if you do not miss more than twice of the 12 in-class/reading 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.

****Note:** Please use the Carmen's "[Grades](#)" page as a documentation of your grades for each graded item and **use our final grading policy described above as the way to calculate your final grade.**

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.

Please Take Care of Yourself

As a student (with multiple other social roles), 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 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org

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>).

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 alert me via email as soon as you are safely able to do so.

Other Related Resources

COVID-19 Accommodations. The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. 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. If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

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 24/7.

Proctorio. Proctorio is an online proctoring tool. It 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.

Here are our OSU instructions to install and use Proctorio:

<https://teaching.resources.osu.edu/toolsets/carmencanvas/guides/getting-started-proctorio-students/installing-proctorio>

Schedule

Please note changes may be made due to class progress or other circumstances. Exams and assignments are underlined.

The assigned readings (available on Carmen) are recommended for the week, but it is the most useful to read them from time to time, as many of the readings are related to each other. We will explain in detail about the readings during classes. **Please use our lecture slides as the basic structure to organize your concepts and understanding throughout all the readings.**

Below, the book acronyms are: **“SB”**- Sissors & Baron (2010), which is our main framework for the course content. Supplementary readings are noted as **“Carmen readings”** and are relevant pages taken from Young (2014) and Egan (2021) when needed. All will be available on Carmen for each week.

Part 1: Overview, Market Situation, & Competitive Analysis

Week 1

Aug. 23, 25

Introduction & Planning for the Group Project

Hello, the syllabus, & an introduction
Media preplanning and planning (SB Chap.1-2)

Week 2

Aug. 30, Step. 1

Overview & Marketing Strategy Plan

Market situation and competitive analysis (SB Chap.3; Carmen readings)
Project Step 1 assigned; groups created

Part 2: Media Objectives & Target Audience

Week 3

Sept. 6, 8

Career Development: Teamwork and Leadership Skills, Data Skills

Teamwork & leadership; databases and data visualization
Group work on Step 1

Week 4

Sept. 13, 15

Measuring Audience

Measuring audience (SB Chap. 5-6, 15; Carmen readings)
Project Step 1 due @ 5pm on Friday

Weeks 5-7

Sept. 20, 22

Setting Objectives & Defining Target(s)

Who, where, and when (SB Chap. 10, 15; Carmen readings)
Project Step 2 assigned

Sept. 27, 29

Resources and index (SB Chap. 10, 15; Carmen readings)
Weighting and scheduling (Carmen readings)

Review for Unit Exam 1

Oct. 4

Unit Exam 1 (via Proctorio)

Oct. 6

Review Step 2 relevant content & questions; group work on Step 2

Part 3: Media Selection & Media Strategy

Week 8

Oct. 11

Selecting Media

Media comparisons (SB Chap.7-9; carmen readings)
Social media, word of mouth, and networks (Y-Chap.6; Carmen readings)

Oct. 13

No class (autumn break)
Project Step 2 due @ 5pm on Friday

Weeks 9-11

Oct. 18, 20

Deciding Media Strategy

Principles of media strategy (SB Chap. 10-11)
Project Step 3 assigned

Oct. 25, 27

Campaign architecture (SB Chap. 14)
Effective frequency and scheduling

Nov. 1, 3

Career guest speaker
Review Step 3 relevant content; Group work

Part 4: Flowchart & Budget

Week 12

Buying Media, Creating Flowchart, & Making Budget

Nov. 8 Media costs and buying (SB Chap. 16; Carmen readings)
 Setting and allocating the budget (SB Chap. 16)
 Nov. 10 No class (Veterans Day)
Project Step 3 due @ 5pm on Friday
Project Step 4 assigned

Part 5: Put It All Together

Weeks 13-16

Integrating and Presenting Your Media Plan

Nov. 15, 17 Career guest speaker
 Review Steps 1-4 relevant content; Group work on integrating Steps
 Nov. 22, 24 No class (Thanksgiving)
 Nov. 29 Group work to finalize the project and presentation
 Dec. 1, 6 Project presentations
The final project report due (including Steps 1-4) @ presentations
Review for Unit Exam 2

Finals Week

Unit Exam 2

Dec. 11 (Monday) Unit Exam 2 (via Proctorio)

All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level. *William (Bill) Bernbach*

The good life is one inspired by love and guided by knowledge. *Bertrand Russell*

Be the change you want to see in the world. *Mahatma Gandhi*

