

COMM 3345: Strategic Media Planning (Distance Learning)

Fall 2020, 3 Credits

School of Communication, OSU

Wednesday 12:40-2:30 p.m. | Section 14376

Instructor: Mary Sterenberg, M.S.

Office: JR 311

Office Hours: Tuesday 1:30-3 p.m. and by appointment (virtually)

Email: sterenberg.2@osu.edu

Phone: 614-292-6185 (office)

Twitter: @maryIV

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.
- Supplemental readings on Carmen as detailed in the syllabus schedule. NOTE: supplemental readings may change. These readings are intended to provide you with the most current industry knowledge and as such, may need to be updated through the course of the semester. The change will be noted in the Carmen Module for the week.

DISTANCE LEARNING COURSE EXPECTATIONS

This course will be delivered 100% online. Distance learning looks different than a traditional online course, so please be aware of the following expectations for participation in this course structure:

- **Attend the LIVE ONLINE CLASS on Zoom each week during the scheduled class time** (see "Attendance" below). Work and other commitments should not be scheduled during this class period.
- 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. 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.
- Be active in Carmen, which means accessing our course online multiple times per week as I only see you live online 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),
- 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.

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% |
|-------|--------------|

COURSE GRADING SCALE

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|----|---------|----|--------|----|---------------|
| 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 and its competitors. Create a marketing situation analysis and competitor analysis and outline marketing objectives.*
- *Step 2: Establish media objectives and identify and analyze a target audience based on Step 1.*
- *Step 3: Detail media strategies and media selections, includes rationales based on real or estimated data. Selections and strategy should satisfy all media objectives and target selected audience.*
- *Step 4: Create a budget and flowchart that shows the amount and percentage of budget allocated to each media class/vehicle, geographic market and time period of the media plan.*
- *Step 5: Combines Steps 1-4 into a revised and cohesive final media plan that is consistent and professional. 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.

Online Discussions

In this distance learning course, the online discussion boards give us a place 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 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. COMPLETE 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, 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, distance learning 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/>.

COVID-19 and Illness Policies

University COVID policies

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 result in a warning first, and disciplinary actions will be taken for repeated offenses.

Student illness or 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. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged. The same way documentation would be required for missed classes due to

other sickness, the university has a process to document COVID accommodation requests: <https://slds.osu.edu/covid-19-info/covid-related-accommodation-requests/>.

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

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.

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 each assignment, including discussion board posts. 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 both drop in and scheduled 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)

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.

Part 1: Marketing & Competitive Analysis

- Week 1: 8/26 Syllabus, introductions, media plan overview
Media preplanning and planning (Chap. 1-3)
- Week 2: 9/2 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: 9/9 New media, new rules, and new goal
Troubleshoot client/competitor research
BEFORE CLASS:
- *Reading quiz #2*
(Assigned Articles:
- [Here Comes the Noise: What's Your Media Plan for 2020?](#), MediaPost
- [Brand Disruption Study 2020](#), Interactive Advertising Bureau)

Part 2: Media Objectives & Target Audience

- Week 4: 9/16 Measuring the audience: Basic market research (Chap. 4)
Advanced audience measurements (Chap. 5)
BEFORE CLASS:
- *Project step 1 due by midnight on Tuesday, Sept. 15 on Carmen*
- *Reading quiz #3 (Chap. 4)*
- Week 5: 9/23 Identifying media objectives (Chap. 7)
Defining target audience(s) – the “who”
Discuss Step 2
BEFORE CLASS:
- *Reading quiz #4 (Chap. 7)*
- *Discussion #1: post due by 11:59 p.m., 9/20 and response due by start of class 9/23*
- Week 6: 9/30 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: 10/7 Group work on Step 2
BEFORE CLASS:
 - *Reading quiz #6 (Assigned Readings:*
[How Traditional Media Planning is Changing, and What Marketers Can Do About It](#), Forbes
[Say Goodbye to Media Planning and Hello to Audience Buying](#), MediaCom)
 - *Discussion #2: post due by 11:59 p.m., 10/4 and response due by start of class 10/7*
- AFTER CLASS:**
Project step 2 due by midnight on Thursday, Oct. 8 on Carmen (PEER EVAL #1 DUE Oct. 9)
- Week 8: 10/14 Review for Unit Exam 1
Unit Exam 1 (Online exam open 24 hours on 10/15)

Part 3: Media Selection & Media Strategy

- Week 9: 10/21 Media Strategy & Campaign Architecture (Chap. 10)
 Discuss Step 3
 Media strategy statement development
BEFORE CLASS:
 - *Reading quiz #7 (Chap. 10)*
- Week 10: 10/28 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: 11/4 Budget implications for media strategy & selection (Chap. 12)
 Finalizing media strategies, selections
BEFORE CLASS:
 - *Reading quiz #9 (Chap. 12)*
 - *Discussion #3: post due by 11:59 p.m., 11/1 and response due by start of class 11/4*
- AFTER CLASS:**
 - *Project step 3 due by midnight on Friday, Nov. 6 on Carmen*

Part 4: Flowchart & Budget

- Week 12: 11/11 **Veteran's Day – NO CLASS**

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|----------------|---|
| Week 13: 11/18 | <p>Media costs and buying (Chap. 12) Calculating CPP/CPM Discuss Steps 4 & 5 BEFORE CLASS: - <i>Reading quiz #10 (Assigned Readings:</i> <u>Media Buying Secrets: 7 Things the Media (or your agency) Will Never Tell You, Mediagistic</u> <u>What You Need to Know About Native Advertising, Content Marketing Institute)</u> - <i>Discussion #4: post due by 11:59 p.m., 11/15 and response due by start of class 11/18</i></p> |
| Week 14: 11/25 | <p>Allocating the budget (Chap. 13) Putting together final media plan Individual group meetings and help BEFORE CLASS: - <i>Reading quiz #11 (Chap. 13)</i></p> |
| Week 15: 12/2 | <p>Project presentations (VIRTUAL) <i>The final project report due (including steps 1-4), in class & on Carmen, 12/2</i> <i>(PEER EVAL #2 due by 12/4)</i></p> |
| Finals Week | <p>Unit Exam 2 (Tuesday, Dec. 8; Online exam open all day) <i>Discussion #5: post due by 11:59 p.m., 12/07 and response due by 11:59 p.m., 12/09)</i></p> |