



COMM 3345 | Strategic Media Planning (Hybrid)

Spring 2020, 3 Credits

School of Communication, the OSU

Tue. & Thur.: 2:20-3:40pm | Journalism Building 106

Professor Zheng Joyce Wang, Ph.D.

Office: 3108 Derby Hall

Office Hrs: Mondays 3:00-5:00pm & by appointment.

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Course Description

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 market and media objectives.

Three Basic 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

(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.

(3) Occasionally, extra readings will be distributed through the course website (available through Carmen at <http://carmen.osu.edu>) or class handouts.

[Note: A copy of both textbooks is reserved for students in this class at the Thompson (Main) Library. Please ask the circulation desk.]

Assignments & Grading

<u>Assignments</u>	<u>Percent/Points of Grade</u>	<u>Due Date</u>
Unit Exam 1	15%	Feb.18
Unit Exam 2	15%	April 22
Group Media Planning Project		
Step 1: market situation & competitive analysis	15%	Jan. 30
Step 2: media objectives & target audience analysis	10%	Feb. 27
Step 3: media selection and strategy	15%	April 2
Step 4: flowchart and budget	10%	April 14
Step 5: project presentation (including Steps 1-4)	10%	April 14, 16
In-Class Responses	10%	selected lectures
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.
- **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 responses** are short answers to a question (50-100 words or so) 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. Each daily response/attendance counts 2% (i.e., 2 pts) of the final grade unless the answer is nonsense which results in zero point.

This course meets 28 times. I will select 12 times to do in-class 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 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. In addition, this class is registered with CREP, the School of Communicating research participants pool. You can participate in any research projects on CREP to earn extra credit.

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.

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 (Mental Health Statement):

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

Special note concerning attendance while having flu symptoms

Students should *not* attend class while ill with flu. The illness and self-isolation period will usually be about a week. It is very important that individuals avoid spreading the flu to others. Most students should be able to complete a successful semester despite a flu-induced absence. If you are absent due to the flu, you will be provided with a reasonable opportunity to make up missed work. Completion of all assignments and exams assures the greatest chance for students to develop heightened understanding and content mastery. The opportunity to complete all assignments and exams supports the university's desire to enable students to make responsible situational decisions, including the decision to avoid spreading a contagious virus to other students, staff, and faculty, without endangering their academic work.

Students with the flu do *not* need to provide a physician's document of illness. However, ill students should inform me via emails as soon as possible that they are absent because of the flu.

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, Market Situation, & Competitive Analysis

<i>Week 1</i>	<i>Introduction & Planning for the Group Project</i>
Jan. 7, 9	Hello, the syllabus, & an introduction Media preplanning and planning (SB-Chap.1-3)
<i>Week 2</i>	<i>Overview & Marketing Strategy Plan</i>
Jan. 14, 16	Market situation and competitive analysis (SB-Chap.6) <u>Project Step 1 assigned; groups created</u>

Part 2: Media Objectives & Target Audience

<i>Week 3</i>	<i>Skills on Data Collection & Presentation</i>
Jan. 21, 23	Guest speakers: databases and data visualization skills Group work on Step 1
<i>Week 4</i>	<i>Measuring Audience</i>
Jan. 28, 30	Measuring audience (SB-Chap.4-5; Y-Chap.12-13) <u>Project Step 1 due @ 10pm on Thursday</u>
<i>Weeks 5-7</i>	<i>Setting Objectives & Defining Target(s)</i>
Feb. 4, 6	Who, where, and when (SB-Chap. 7; Y-Chap.5) <u>Project Step 2 assigned</u>
Feb.11, 13	Resources and index (SB-Chap.6-7; Y-Chap.12-13) Weighting and scheduling (SB-Chap.8) <u>Review for Unit Exam 1</u>
Feb. 18	<u>Unit Exam 1</u>
Feb. 20	Review Step 2 relevant content & questions; group work on Step 2

Part 3: Media Selection & Media Strategy

<i>Week 8</i>	<i>Selecting Media</i>
Feb. 25, 27	Media comparisons (SB-Chap.9; Y-Chap.10) Social media and word of mouth (Y-Chap.6) <u>Project Step 2 due @ 10pm on Thursday</u>
<i>Weeks 9-12</i>	<i>Deciding Media Strategy</i>
March 3, 5	Principles of media strategy (SB-Chap.10; Y-Chap.7-8) <u>Project Step 3 assigned</u>
March 10, 12	Enjoy your spring break!
March 17, 19	Campaign architecture (SB-Chap.11; Y-Chap.9) Effective frequency and scheduling
March 24, 26	Review Step 3 relevant content; Group work on Step

Part 4: Flowchart & Budget

Weeks 13

March 31, April 2

Buying Media, Creating Flowchart, & Making Budget

Media costs and buying (Chapter 12)

Setting and allocating the budget (SB-Chap. 13; Y-Chap.11)

Project Step 3 due @ 10:00pm on Thursday

Project Step 4 assigned; Determine your presentation order

Part 5: Put It All Together

Week 14

April 7, 9

Integrating Your Media Plan

Marketing company guest speaker

Review Steps 1-4 relevant content; Group work on integrating Steps

Week 15

April 14, 16

Presenting Your Media Plan (to Your Client)

Project presentations

The final project report due (including Steps 1-4) @ presentations

Review for Unit Exam 2

Finals Week

April 22 (Wed.)

Unit Exam 2

Unit Exam 2 (2:00-3:00pm, our regular classroom)

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

