Media Planning Syllabus

ADV 3300 CRN 80509 Fall 2015
Mon – Wed – Fri 8:00 AM – 8:50 AM LH 2208

Contact Information:
Instructor: Christine Wright-Isak, Ph.D. Office Hours:
Office: LH - 3319 Assistant Professor of Marketing
Office Telephone: 590-7346 If needed, appointments for other time can be made
Meets M-W-F 8:00 AM-8:50 AM Mondays Noon - 2 PM in office
Where: LH 2208 Wednesdays Noon – 2 PM in office

Text in emergencies only to 239-248-8811  E-mail: cwright@fgcu.edu

Required Text: Media Flight Plan Seventh Edition by Dennis G. Martin and Robert D. Coons,
published by Deer Creek Publishing, © 2015. NOTE: This book MUST BE PURCHASED NEW.
This is in order to be able to access the industry data set that is used for the team project.

ADV 3300 - Advertising Media Planning - 3 credit hours. Strategies and techniques required to
develop effective advertising plans, negotiation, media buying, and sales. Prerequisite(s): ADV
3008 with a minimum grade of C or MAR 3023 with a minimum grade of C

Teaching Approach: Class attendance is critical because the course is organized as a series of
assignments that accumulate skills. Missing early assignments will put the student at a
knowledge disadvantage for subsequent assignments. Communication of schedule changes or
assignment clarifications will be made in class or by batch email to the class.

Learning Outcomes: Successful completion of this course will equip the student with
understanding of the concepts, roles and tasks involved in effective delivery of integrated brand
marketing communications, and of the strategic usage and strengths of various media forms.
Students will know how to make a simple media plan in which expenditures are calculated to
achieve specified goals.

Grading: This course grades on a point system with a maximum possible 550 points for the
semester. The course grade is based on the activities and work product below:

- EXAM I Consists of 7 individual homework assignments that count cumulatively as an exam
  worth 100 points. This is the equivalent of a single exam. These assignments are
  individual, not team assignments. They are points-weighted to degree of difficulty.
- Exam II is a scantron question exam worth 100 points.
- Exam III is the team writing of a media plan worth 200 points.
- Exam IV, the Final Exam, is a team PPT presentation of the media plan worth 100 points.
- Finally, up to 50 possible points will be awarded for exceptional class attendance,
  participation, and other extra credit opportunities.
Composition of Course Grade:
Exam I consisting of 7 Homework assignments ...........................................200 points
Exam II consisting of one scantron (described above) ........................................100 points
Exam III consisting of the media plan book  (described above).........................100 points
Exam IV Team Project Media Plan including a PowerPoint presentation ........100 points
Attendance, active Participation and extra credit can add up to .......................50 points

Course Grade Scale (maximum 550 possible points):
A  = 525 and above  C+ = 375 - 399
A− = 500 - 524  C  = 350 – 374
B+ = 470 - 499  C− = 300 - 349
B  = 435 – 469  D  = 250 – 299
B− = 400 - 434  F  = Below 249

Written Assignments are in MSWord and/or PowerPoint, and must fulfill correct grammar,
spelling, and punctuation rules. The Team Project and some homework assignments require
knowledge of Excel and graph or pie chart making capabilities. Citations where used should
meet APA conventions. All students are expected to communicate effectively in written
English.

Class Department Policies and Student Learning Services:

1. All students are expected to demonstrate honesty in their academic pursuits. University
   policies regarding issues of honesty can be found in the FGCU Student Guidebook in the
   Student Code of Conduct and Policies and Procedures sections. The Honor Code will be
   observed. Refer to the Guidebook if you have any questions. All students are expected
to study this document which outlines their responsibilities and consequences for
violations of policy. The link to the guidebook is as follows:
   http://studentservices.fgcu.edu/judicial

2. Attendance and Absences. Class attendance is required and roll will be taken in each
class session. Absences will detract from the class participation grade which can affect
the final grade by a full step (e.g. a drop from A to A−)

Student Observance of Religious Holidays

All students ad Florida Gulf Coast University have a right to expect that the University will reasonably
accommodate their religious observances, practices, and beliefs. Students, upon prior notification to
their instructors, shall be excused from class or other scheduled academic activity to observe a religious
holy day of their faith. Students shall be permitted a reasonable amount of time to make up the
material or activities covered in their absence. Students shall not be penalized due to absence from
class or other scheduled academic activity because of religious observances. Where practicable, major
examinations, major assignments, and University ceremonies will not be scheduled on a major religious
holy day. A student who is to be excused from a class for a religious observance is not required to
provide a second party certification of the reason for the absence.
Service Learning
Information on integrating service-learning into the course and course syllabus is available online at http://itech.fgcu.edu/Connect/

Student Disability Accommodations Services
New: Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453.

In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Video and Audio Taping of Class Lectures
Students are not allowed to audio tape or video tape class lectures – with the exception of any student that has a documented disability and the OAS determines the best reasonable accommodation for the student is to allow them to audio tape of video tape class lectures.

THIS COURSE MAKES LIMITED USE OF CANVAS, AND DOES NOT USE DISTANCE LEARNING OR TUTORIALS. HOWEVER, as a matter of general information the following links are provided:

Distance Learning
Information on distance learning courses is available online at http://www.fgcu.edu/distance/

OnlineTutorials
Information on online tutorials to assist students is available at http://www.fgcu.edu/support/

Library Resources can be found in detail by going the main page: http://library.fgcu.edu/ and following links to Tutorials & Handouts, Research guides, and Faculty Support or to Contact Us at http://library.fgcu.edu/LBS/about/contactus.htm.

This course makes limited use of CANVAS – to post the syllabus and one assignment (to be described in class the first week) that needs to be completed before Tuesday August 25, in order to qualify for some forms of financial aid.

Notifications of class information are communicated during lecture or via class email in order to encourage class attendance and direct communication between instructor and students.
FALL 2015   Media Planning   Topic and Reading Schedule   Mon/Wed/Fri

Note: Some chapters are covered out of sequence compared to the book. This schedule may change depending on how the class progresses...it is your responsibility to stay current. Changes will be announced in class when they occur.

Week 1
Aug 19-21  Introduction to Class and Media Planning as a business discipline
Lecture 1 – The Big Picture: Introduction to Media
Lecture 2 – Media History
Homework 1 Simple Math

Week 2
Aug 24-26-28  HW 1 Due & Reviewed in class
Lecture 3 Media-speak and Media Pros & Cons
HW 2 – Advanced Math Refresher

Week 3
Aug 31  Lecture 4, Using Media Measures
Sep 2-4  HW 3 – Media Trends/Article Review
HW 4 - MFP Exercise #1 Vehicle Ratings & MFP Ex. 2 – GRPS, Reach & Frequency

Week 4
Sep 7   LABOR DAY – NO CLASS
Sep 9-11  HW 3 – Media Trends paper due in class
HW 4 - Due & Reviewed in class
Lecture 5 Media Planning Strategies
HW 5 – MFP Ex. 3 – GRPs Reach & Frequency

Week 5
Sep 14-16-18  Lecture 6 Media Buying & Selling: Roles & Expectations
HW 5 Due & Reviewed in class
HW 6 – MFP Exercise 5CPM & CPP

Week 6
Sep 21   Exam II Based on Slides for Lectures 1,2,3,4,5 & 6 plus class discussions
Sep 23-25  HW 5 –MFP Ex # 5 – Cost Per Point due & Reviewed in class
Ex #6 – Using Rsch Data Tables

Week 7
Sep 28-30  Exam II Returned & Play “The Game”
Oct 2  HW 6 Due & Reviewed in Class
HW 7 – MFP #8 – CDI & BDI Indexes Assigned
Week 8
Oct 5-7-9  HW 7 – MFP #8 – CDI & BDI Indexes Reviewed in Class
[This completes Exam I.]
Project Description and Team Formation in class – Organizing a Media Plan
Project Launch and First Task

Week 9
Oct 12-14-16  Project First Task Due & reviewed in class
Project 2nd Task Assigned

Week 10
Oct 19-21-23  Project 2nd Task Reviewed in Class
Project Tasks Assigned

Week 11
Oct 26-28-30  Project Tasks Reviewed and Assigned

Week 12
Nov 2-4-6  Project Tasks Reviewed and Assigned

Week 13
Nov 9-11-13  Project Tasks Reviewed and Assigned

Week 14
Nov 16-18-20  Project Tasks Reviewed and Assigned

Week 15
Nov 23  Project Tasks Reviewed and Assigned

Nov 25-27  Study Day and Thanksgiving NO CLASS MEETING EITHER DAY

Week 16
Nov 30
Dec 2-4  Team Consulting on Media Plan PowerPoint Presentation
Final Day of Class – Complete Consulting and Prepare for Final Exam
ALL MUST ATTEND

Final Exam  Mon Dec 7, 2015  7:30 AM – 9:45 AM  LH 2208

PROJECT BOOK AND PPT ARE BOTH DUE ON EXAM DAY