Florida Gulf Coast University
Lutgert College of Business - Department of Marketing
Media Planning Syllabus

ADV 3300 CRN 80945 Fall 2016
Mon – Wed – Fri 8:30 AM – 9:20 AM LH 2208

Contact Information:
Instructor: Christine Wright-Isak, Ph.D.
Office: LH - 3319
Office Telephone: 590-7346

Office Hours:
Assistant Professor of Marketing
If needed, appointments for other time can be made
Mondays 10:30 AM – 11:30 AM in office
12:30 PM – 2:30 PM in office
Wednesdays 10:30 AM – 11:30 AM in office
Fridays 10:30 AM – 11:30 AM in office

Meets M-W-F 8:30 AM-9:20 AM
Where: LH 2208
Text in emergencies only to 239-248-8811

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 ........................................100 points
Exam II consisting of one scantron (described above) ..................................100 points
Exam III consisting of the media plan book (described above) ......................200 points
Exam IV Team Project Media Plan 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 Deportment Policies and Student Learning Services:

Academic Behavior Standards and Academic Dishonesty
All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

Attendance and Absences – Policy for this Class. 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.

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Resources for Faculty General Education
Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html

Service-Learning
Information on integrating service-learning into the course and course syllabus is available online at http://www.fgcu.edu/Connect/

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

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

Canvas Learning Management System and Demonstration Site Information on Canvas is available online at http://canvas.fgcu.edu/ and https://fgcu.instructure.com/courses/7692

Library Resources
Main page: http://library.fgcu.edu/
Tutorials & Handouts: http://library.fgcu.edu/RSD/Instruction/tutorials.htm
Research Guides: http://fgcu.libguides.com/
Faculty Support: http://library.fgcu.edu/faculty_index.html

Student Disability Accommodations Services
[Approved 3-27-09 by Faculty Senate; Approved 4-30-09 by VPAA; Revised & Approved by Faculty Affairs Team 4-11-16, Faculty Senate Approved 4/15/16 3] 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.
Lecture Capture Technology/FGCU Capture – Classroom Recording – University policy but not used in this class.

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s,) the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training

http://aets.fgcu.edu/fgcucapture.asp

University Nondiscrimination Statement
Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

This course makes limited use of CANVAS – to post the syllabus and one MANDATORY assignment required by the university that needs to be completed By ALL students by 11:59 pm on 8/23/2016.

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.

CALENDAR OF CLASSES IS ON NEXT PAGE
FALL 2016 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 17-19 Introduction to Class and Media Planning as a business discipline
Lecture 1 – The Big Picture: Introduction to Media
Lecture 2 – Media History
Homework 1 Math Refresher

Week 2
Aug 22-24-26 HW 1 Due & Reviewed in class
Lecture 3 Media-speak and Media Pros & Cons
HW 2 – Contemporary Media Insights

Week 3
Aug 29-31 Sep 2 Lecture 4, Using Media Measures
HW 3 – Media Trends/ Industry Article Review
HW 4 - MFP Exercise #1 Vehicle Ratings & MFP Ex. 2 – GRPS, Reach & Frequency

Week 4
Sep 5 LABOR DAY – NO CLASS
Sep 7-9 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 12-14-16 Lecture 6 Media Buying & Selling: Roles & Expectations
HW 5 Due & Reviewed in class
HW 6 – MFP Exercise 5CPM & CPP

Week 6
Sep 19 Exam II Based on Slides for Lectures 1,2,3,4,5 & 6 plus class discussions
Sep 21-23 HW 5 –MFP Ex # 5 – Cost Per Point due & Reviewed in class
Ex #6 – Using Rsch Data Tables

Week 7
Sep 26-28-30 Exam II Returned & Play “The Game”
HW 6 Due & Reviewed in Class
HW 7 – MFP #8 – CDI & BDI Indexes Assigned

Week 8
Oct 3-5-7  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 10-12-14  Project First Task Due & reviewed in class  
Project 2nd Task Assigned

**Week 10**  
Oct 17-19-21  Project 2nd Task Reviewed in Class  
Project Tasks Assigned

**Week 11**  
Oct 24-26-28  Project Tasks Reviewed and Assigned

**Week 12**  
Oct 31  
Nov 2-4  Project Tasks Reviewed and Assigned

**Week 13**  
Nov 7-9  Project Tasks Reviewed and Assigned  
Nov 11  Veterans’ Day – No Class

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

**Week 15**  
Nov 21  Project Tasks Reviewed and Assigned  
Nov 23-24-25  Study Day and Thanksgiving Holiday NO CLASS MEETING EITHER DAY

**Week 16**  
Nov 28-30  Team Consulting on Media Plan PowerPoint Presentation  
Dec 2  Final Day of Class – Consulting and Prepare for Final exam  
ALL MUST ATTEND

**Final Exam**  
Dec 5, 2016 at 7:30 – 9:45 AM in LH 2208

PROJECT BOOK AND PPT ARE BOTH DUE ON EXAM DAY