

# ADVERTISING MEDIA PLANNING

## ADV 4300- 8504 Spring 2014

Dr. Lu Zheng

**Time:** T: Period 7 (1:55 a.m. to 2:45 p.m.)  
R: Period 7-8 (1:55 a.m. to 3:50 p.m.)

Department of Advertising  
University of Florida

**Location:** Weimer 1094

---

**E-mail:** [lzheng@jou.ufl.edu](mailto:lzheng@jou.ufl.edu)

**Office Hours:** Wednesday 2:30 p.m. to 4:00 p.m.  
or by appointment

**Telephone:** 392-0453

**Office:** 2080 Weimer

**Teaching Assistant:** Linwan Wu

**Office Hours:** Monday & Wednesday 2p.m. to 4 p.m.

**Location:** Weimer G40

### **Required Textbook:**

Media Flight Plan VI (Used book not allowed, new book with a new access code only)

**Very Helpful Textbooks:** (The following three textbooks are not required but I strongly encourage whoever intends to pursue media planning related jobs to read these books closely).

*Media Planning & Buying in the 21<sup>st</sup> Century* by Ronald D. Geskey

*Media Planning: A Practical Guide (3<sup>rd</sup> edition)* by Jim Surmanek

*The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying* by Helen E. Katz

### **Required Equipment:**

A scientific calculator-It must multiply, divide, add, subtract. (You are NOT allowed to use your cellphone to calculate media math for quizzes and exams).

### **Course Description**

This course is designed to introduce students to the skills and concepts necessary to place advertising messages in mass media. Students will learn the advantages and disadvantages of placing ads in television, radio, newspapers, magazines, internet, social media, out-of-home, direct mail and non-traditional media. Students read and assess research from major media research firms. Students also complete a series of media math assignments to reinforce the concepts and calculations discussed in class.

### **Course Goal**

Students learn skills and concepts necessary to place advertising in mass media. Students learn the problems involved in making media decisions and how they relate to the overall advertising process.

### **Objectives: Expected Learning Outcomes**

Upon completion of the course, students will be able to:

1. Describe the role of media planning in the advertising process.
2. Calculate media cost efficiency metrics, including CPM, CPP, ratings, shares and GRP.
3. Read and calculate advertising rates from media advertising rate cards.
4. Understand media jargons and terminologies used in the media-planning field.
5. Set media reach and frequency objectives.
6. Prepare a comprehensive media plan from a client case to be provided by the professor

### **GRADING (NOT NEGOTIABLE)**

Grades will be calculated according to the following weights.

Assignments & Quizzes	15%
Mini presentations	15%
Exam I	15%
Exam II	15%
Exam III	10%
Media plan	25%
<u>Media plan presentation</u>	5%
Total	100%

**Note: There is ZERO tolerance of cheating. Cheating in any of the exams/tests or quizzes will result in an E for your final grade of this course.**

### **PREREQUISITES**

ADV 3000, ADV 3001 & ADV 3501 are required to take this class. If you have not satisfactorily completed all prerequisites, you will be administratively dropped from this course. Additionally, students not attending the first two class sessions will be administratively dropped.

### **ATTENDANCE**

Attendance will be taken regularly. Two or more unauthorized absences will lower your final grade by one letter grade. Should medical/family emergencies arise preventing you from attending the class, you need to notify me beforehand and provide acceptable supporting documentations. Unexpected absences will result in **E** for any tests administered or assignments due during the class missed. **No make-up exams and quizzes** will be given UNLESS you have a documented medical emergency or other exceptional circumstances.

### **FINAL PROJECT: MEDIA PLAN**

#### **What will be the form of the final project?**

The class requires the preparation of a media plan based on a case study that will be provided later in the semester. I would recommend you not wait until the last minute to begin it. It is the heart of the course and will be reviewed very critically. Make allowances for catastrophes, such as printer problems, a backlog in the lab, projects for other classes, group problems, and so on. Late projects will be accepted only for an approved emergency.

### **AMERICANS WITH DISABILITIES STATEMENT**

I want all students to participate fully in this class. However, your assistance is needed. If you have a disability or condition that compromises your ability to complete the requirements of this course, you must first register with the Dean of Student Office. The Dean of Student Office will provide documentation to the student who must then provide me with documentation when requesting accommodation.

### **DIVERSITY STATEMENT**

It is my intention to respect all types of students and viewpoints. I expect you to extend the same courtesy to me and your classmates.

### **COURSE EVALUATION**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific

times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

**ACADEMIC DISHONESTY**

Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”*

**Tentative Topics, Dates, Readings**

<b>T – Jan 7</b>	<b>Course Introduction</b>
<b>R – Jan 9</b>	<b>Media Planning Overview MRI (Target Audience Identification)</b>
<b>T – Jan 14</b>	<b>Media Quintile (Exercise 8)</b>
<b>R – Jan 16</b>	<b>Media Characteristics: Television &amp; Key Media Terms Impressions, Rtg, GRP, Reach, Frequency (Exercises 1 and 2)</b>
<b>T – Jan 21</b>	<b>TV Rating Research</b>
<b>R – Jan 23</b>	<b>Radio Advertising Overview ( MFP exercise 4 CPP &amp; CPM)</b>
<b>T- Jan 28</b>	<b>Exam I Review Day</b>
<b>R – Jan 30</b>	<b>Exam I</b>
<b>T – Feb 4</b>	<b>Magazine Advertising</b>
<b>R – Feb 6</b>	<b>Newspaper (SRDS Exercise)</b>
<b>T – Feb 11</b>	<b>Ad\$pende Online Media Measurement</b>
<b>R – Feb 13</b>	<b>Social Media Mobile Media Planning</b>
<b>T – Feb 18</b>	<b>Direct Mail Exam II Review Day</b>
<b>R – Feb 20</b>	<b>EXAM II</b>
<b>T – Feb 25</b>	<b>Reach, Frequency, GRPs</b>
<b>R – Feb 27</b>	<b>Media Plan Outline I (Situation Analysis, Competitive Information, Media Mix (MFP exercise 9)</b>
<b>T – Mar 4</b>	<b>Geography: BDI &amp; CDI Analysis (MFP exercise 7)</b>
<b>R – Mar 6</b>	<b>Media Plan Outline II</b>

<b>T – Mar 11</b>	<b>Media Flight Plan Tutorial (Exercise 13 &amp; 14)</b>
<b>R - Mar 13</b>	<b>Catch-up Day</b>
<b>Mar 18-Apr10</b>	<b>No Class – Work On Media Plan</b>
<b>T- Apr 15</b>	<b>Media Plan Due Exam III Review Day</b>
<b>R- Apr 17</b>	<b>Media Plan Group Presentations</b>
<b>T– Apr 22</b>	<b>EXAM III</b>

\*The schedule indicates **approximate** dates/readings. **Students are responsible for schedule changes announced in class and/or extra readings that may be assigned and I reserve the right to change things as the course develops.**