

Loyola University
Advertising Media Planning COMM 317-201
Fall 2015 Semester Course Syllabus

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Office:	111 E. Pearson, #906 Lewis Tower
Office Hours:	Wednesday 2-6PM Friday – by appointment only
Text:	<u>Media Flight Plan 7th Edition</u> <u>Dennis G. Martin, Robert D. Coons</u> <u>Deer Creek Publishing</u>
Supplemental Readings:	Advertising Age, Ad Age Mediaworks, Ad Week

Welcome

I look forward to working with you and sincerely want Advertising Media Planning to be a very stimulating, interesting and valuable part of your Loyola University education.

Class Focus/Learning Objectives

While the focus of the course will be on planning media, we will examine and consider all of the marketing components necessary to plan, develop and execute an effective media plan. This course examines the questions that must be asked, the process by which possible answers are assessed, and how decisions may ultimately be made toward best constructing a media plan for a product or service. The course is designed to provide fundamentals on the language, tools, research methods/media math and concepts employed; the diverse capabilities of the various media available; the building of media plans that tie to established marketing objectives, strategies and tactics; and the successful implementation/execution of those plans.

How the Class Will Operate

Class will primarily consist of lecture and discussion. We can all learn from each other. Therefore, you are expected to have read the appropriate text chapters and outside materials prior to each class. I will facilitate class discussions on the material contained in the assigned readings. We will not discuss all of the materials or content contained in each chapter. However, you will be responsible for it on exams. When possible, we will have guest speakers who are specialists in the areas we are discussing.

Course Requirements

1. All text materials will not necessarily be covered in class. However, students are responsible for all assigned readings. Assigned materials must be read before coming to class each day.
2. No mid-term or final exams will be given.

3. Other assignments and due dates will be covered/explained in class. Assignments are due on time. One letter grade will be deducted for every day an assignment is turned in late.
4. Students are expected to have active e-mail accounts and to be able to use them.
5. Active class participation is a requirement of this course.

Class Attendance and Professionalism

The seminar format of this class requires that students actively participate in class discussions and team activities. Students are expected to attend every class, arrive on time and be fully prepared to discuss the assigned reading. Students who miss classes are responsible for the material covered, including any changes in class readings or schedules. Failure to participate, lack of preparedness or excessive absences or tardy arrivals will be reflected in final grades. Professional behavior is expected and required to every student.

Grading Policies and Assignments

All work will be judged by professional standards. Neat, well-written, typed, carefully edited copy (i.e. no spelling, punctuation or grammatical errors) is expected. Due dates for all assignments will be communicated in class. Assignments are due at the beginning of the class designated.

Group/Individual Projects

The core team project will be to build two Media Plans for a product or service. The teams will also work together to prepare and present a number of cases studies. These projects are designed to let students experience what media planners do on a day-to-day basis. They are also designed so the student can experience the dynamic of working in a small (4-6) member groups, be creatively stimulated by listening to and building on the insights of others, and work effectively as part of a team. The core plan will be built over time, and teams will make sporadic presentations on the progress of their work, concluding with a final, formal presentation.

In addition, each student will select a traditional, non-traditional, digital, social based media or viral marketing campaign to analyze and report on. Details will be discussed the first day of class.

Class Participation

There will be plenty of opportunity during class sessions to discuss the material, relate the material to personal experience and observations, and probe for even greater understanding of media in general. Just as in the case for media professionals, the ability for each student to discuss, relate and challenge traditional norms will plan an important role in the value of the total class experience.

Grading

Evaluation of advertising is often subjective or so it may seem in this course. But the instructor has evaluated numerous media plans in his career and will provide guidance for the major group assignment but it is up to you to seek clarification. It is up to you the student to make sure that you understand all aspects of the two assignments. Grades are as follows:

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	64-66
B+	87-89	C	73-76	F	Below 64
B	83-86	C-	70-72		

Student Evaluation	Points
Group Media Plan/Presentations	40
Case Studies	20
Individual Medium Analysis	20
Class Participation*	20
Total	100

*Class participation and assignments are essential to a good grade in this course. If you come to class unprepared, or if you do not come to class or fail to complete all of your assignments on time, it will be very difficult to earn a good grade in this course.

Plagiarism

Plagiarism is a serious form of violation of academic integrity. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgment and appropriate citation that the material is not one's own. It is true that the very thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific works and ideas of others without proper acknowledgment of the source. Plagiarism on the part of the student in academic work or dishonest examination behavior will result minimally in the instructor assigning a grade of "F" for the assignment or examination. All instances of academic dishonesty must be reported to the chairperson of the department involved.

Weekly Content (subject to change)

Week 1

Course introduction expectations and assignments. We will divide the class into teams for the two group projects. We will fill out the Cramer-Krassett creative brief for both projects.

Week 2

Read MFP Chapter 1 and complete Media Math handout and Exercise 1 Impressions and Ratings, and Exercise 2 Gross Rating Points, Reach and Frequency.

Week 3

Read MFP Chapters 2 and 3 and complete Exercise 4 Media Flight Plan Fiat 500 Tutorial.

Week 4

Read MFP Chapter 4 and complete Exercise 6 Using Syndicated Consumer Research and Exercise 7 Using Indexes to Identify Target Audiences.

Week 5

Read MFP Chapter 5. We will select two case studies that you can work on individually and the media vehicle that you will write a five page paper on. Complete Exercise 8 Category and Brand Development Indexes.

Week 6

Read MFP Chapter 6 and complete Exercise 9 Using Quintiles to Evaluate Media Potential. Group project updates by all teams.

Week 7

Read MFP Chapter 6 and complete Exercise 10 Competitive Spending and SOV. We will have a guest speaker sometime during the week.

Week 8

Read MFP Chapter 7 and complete Exercise 11 "Factor Spreadsheets" with a calculator and Exercise 12 Weighting Factor Spreadsheets.

Week 9

Read MFP Chapter 8 and 9 and complete Exercise 13 Interpreting Weighting Results. Group project updates by all teams.

Week 10

Read MFP Chapter 10. All students will present their individual media cases.

Week 11

Individual meetings with the instructor.

Week 12

Group meetings with the instructor.

Week 13

Students will select MFP case studies to analyze in class.

Week 14

Group presentations.

Week 15

Individual case study presentations.