



Katie Brown, MSIMC

Phone: (414) 690-0250

Loyola Email Address: kschmi8@luc.edu

Preferred Email: Katie.brown@mindshareworld.com

Office Hours: Mondays 5-6P, or by appointment

Office Hours Location: 705B

MARK 566 – INTEGRATED MEDIA PLANNING

Spring Quarter 2017

Monday 6-9 PM, Corboy Law Center Room 207

Catalog Description

The course provides an overall understanding of media planning and the media industry. The concepts and analytics related to planning, development, action, and measurement of effective media plans. The course is recommended for students with little to no media planning experience.

Course Overview

This course will use assigned reading, case studies, online discussion threads, lectures, in-class work sessions, quizzes, and a group project in order to provide a complete immersion into the development, management, and measurement of a media plan.

Course Objectives and Learning Outcomes

Successful completion of the course will enable students to:

1. Understand fundamentals of media math and media planning principles, buying and measurement terminology, and the strategic planning process

2. Ability to analyze and critically evaluate ideas, establish their own point of view based on strategic evaluation and effectiveness of a campaign
3. Review literature and case studies and summarize key media strategy decisions and rationale
4. Apply course material and learning to develop a media plan using a consumer-centric framework to make recommendations on target, strategy, channels, tactics, and measurement

Required Reading Materials

Advertising Media Planning, 7th Edition

Authors: Jack Z Sissors and Roger B Baron

Course Requirements and Grading Criteria

All assignments are due as listed below. Plagiarism is not acceptable in any way or form. It will not be tolerated and will result in failure of the assignment, exam, or course.

ASSIGNMENT	% OF GRADE	DUE DATE
Media Math Fundamentals Quiz	10%	3/13
4 Reflection Papers	20%	3/13, 3/27, 4/17, 4/24
Mid-Term Presentation	20%	4/3
Final Media Plan Presentation	40%	5/8
Class Participation	10%	-----

Lesson Plans

- 1: Feb 27nd ----- Intro and Media Math
- March 6th ----- NO CLASS, SPRING BREAK
- 2: March 13th ----- Briefs and Comms Planning, and QUIZ
- 3: March 20th ----- Strategic Platforms, Brief on Midterm Project
- 4: Mar 27st ----- Strategy Continued, Intro to Buying 1
- 5: April 3rd ----- Intro to Buying 2, and MIDTERM
- 6: April 10th ----- Intro to Buying 3, Guest Lecturers
- 7: Apr 17th ----- Full Tactical Plan Evaluation Wrap-Up
- 8: Apr 24th ----- Final Plan Work Session and Measurement Overview, Guest Lecturer
- 9: May 1st ----- Final Plan Work Session and Measurement Overview 2
- 10: May 8th ----- FINAL PRESENTATIONS

Reflection Paper Details

Each reflection paper is due at the beginning of class as listed above. Papers will create an aggregate of 20% of your final grade (5 points per paper). Each should be 2 pages in length. Late papers will lose 1 point per late day.

Paper #1: Answer the following questions:

1. Describe your point of view about media's role in the broader marketing function.
2. What are 3 things you didn't know about media?
3. What are 2-3 things that you hope to learn more about?

Paper #2: Discuss case study (TBD)

Paper #3: Track an ad campaign over the course of the week and gather 3 – 4 screenshots.

1. Identify the target you believe they're speaking to.
2. What is their marketing strategy?
3. Where did you see it? (identify the channels/properties)
4. What would you change?

Paper #4: Discuss case study (TBD)

Weekly Reading Assignments

Class #1: Chapters 1, 4, and 5

Class #2: Chapters 3 and 10

Class #3: Chapters 2, 6, and 7

Class #4: Chapters 8, 9, and 11

Class #5: Chapter 12

Class #6: no book reading

Class #7: Review tactical plan packet

Class #8: Chapter 14

Class #9: no book reading