



Seung (Seung-Chul) Yoo, Ph.D., Assistant Professor of Digital Advertising
School of Communication,
Office: SOC#221 / WTC
syoo3@luc.edu

Spring 2014, Media Planning (COMM 317)

: Advertising Media Planning for Integrated Marketing Communication

Class blog: <http://loyoladigitaladvertising.wordpress.com/>



(Photo credit: <http://mashable.com/>)

- **Class Time/Room:** M/W/F 11:30 - 12:20 PM / Maguire Hall - Room 334 (WTC)
- **Office Hours:** M/W/F 13:45 - 14:45 PM and by appointment (Office: SOC #221)

Course description and learning objectives

Welcome! Learn the art & science of advertising media planning! This course is designed as a concepts/skills course; it will emphasize critical thinking regarding media planning for integrated marketing communication. We will use a combination of class lectures, online sessions, computer lab sessions, readings, discussions, assignments, and computerized simulations. The course should be valuable to students who desire to work in a strategic communications-oriented field (e.g., advertising, public relations, marketing, new media), advance in a broader marketing role, or pursue an entrepreneurial venture.

The key objectives of this course are:

- Provide a solid understanding of the media functions and operations in integrated marketing communication.
- Provide you with the skills needed for a career in the advertising field, specifically as a media planner/buyer.

- Provide a comprehensive understanding of contemporary media planning issues through discussion of current events/trends in advertising/marketing.
- Enhance your vocabulary, communication, and math skills when discussing marketing communication problems.
- Enhance your ability to provide the appropriate theories, models and other tools to make better marketing communication decisions.

Text book (recommended / not required)

- Media Planning & Buying In the 21st Century, 2011 by Mr. Ronald D. Geskey Sr, CreateSpace.
- Media flight plan (MFP), 6th edition, 2011 by Dennis G. Martin and Robert D. Coons, Deer Creek Publisher.

Readings

Course readings are available as PDFs on Sakai under ‘Resources’.

Pocket calculator

You will need an inexpensive pocket calculator for executing simple arithmetic computations. Please bring your calculator with you to class each day for potential in class activities, to work alongside of the lecture and to participate in labs. You should also bring your calculator to your tests.

Evaluation

Five major areas comprise the required course work. These include blog posting, homework, advertising leadership presentation, exams (midterm/quiz/and final), and a final advertising project presentation. Your grades will be posted to Sakai regularly.

Essay posts for this class should use **APA guidelines** to properly source and cite class readings (or other materials). If you’re unfamiliar with APA style, please visit Purdue’s Online Writing Lab at <http://owl.english.purdue.edu/owl/resource/560/01/>

Feel free to use **Citation Machine** (<http://citationmachine.net>).

Homework	10%
Exams (Mid 15%/Final 15%/Quiz 5%)	35%
Final advertising project presentation (1)	20%
Advertising leadership presentation (1)	10%
Attendance	10%
Digital advertising blog postings (7)	15%

Homework (10%)

Listed in the course schedule below are specific homework assignments that you will be responsible for completing and posting on Sakai under Assignments (email is not acceptable, 0 point!). See course schedule below.

File naming convention – “All submission must have the following format

LastName _ FirstName_ Assignment# _COMM317.doc, docx, or ppt.

(Improperly formatted files will NOT be considered and will lead to **0 points** for that submission)”

Exams (Mid 15%, Final 15%, and Quiz 5%)

Your exams will cover readings/lectures/assignments/peer presentations/class discussion. The midterm exam (offline) will consist of 25-30 multiple-choice questions, and the final exam (online) will consist of 15-20 multiple-choice questions and an essay question. The quiz (offline) is going to be about 'Basic Media Math'

Final advertising project presentation (20%)

This project will provide an opportunity for you to integrate your knowledge on media planning into a real-life marketing situation. It will also allow you to build on your learning from previous classes. You will be assigned into a group that will work together to design, plan, write, and present a complete media plan to the class. The group project requires an extensive amount of work that needs to be conducted throughout the semester – you cannot let it slide to the last week. The group assignments will be outlined in separate handouts posted later and the details of what is required in each group assignment and how to approach it will be covered in class. Your team representative (or you) will need to post on Sakai under **Assignments** by the night before your presentation day. More about this later (Late submission will receive 0 MARK). More information about this project will be presented in class.

Advertising leadership presentation (10%)

During the first week of class, you will be assigned to one of 3-5 advertising related topics. Working with your group members (or individually), you will study your chosen topic and make a presentation. Find and study any relevant and updated information on the topic (referring to the textbook, power-point lecture presentation and exploring various resources). Use APA 6 citation style. Present your research to class on the date designated (maximum of 15 minutes). Your team representative (or you) will need to post on Sakai under **Assignments** by the night before your presentation day. More about this later (Late submission will receive 0 MARK). More information about this project will be presented in class.

Attendance (10%)

It is important for you attend class, both for you to master the course material and to contribute positively to the learning environment. I take attendance every session at the beginning of class. We will complete many in-class assignments that cannot be made-up if you are not present in class. Three absences are acceptable, but four or more absences will negatively impact your final grade (-10 points of your attendance score per each absence).

Excused absences are those that result from **documented personal or medical emergencies** (Please email me a PDF of your proof). Additionally, if you anticipate participating in athletic meets or other university-sanctioned activities, I need to be notified of these well in advance (preferably at the beginning of the semester).

Digital advertising blog postings (15%)

As a means to encourage active learning, you are required to post your writing to the class blog (<http://loyoladigitaladvertising.wordpress.com/>) on issues that are related to new advertising technologies/global advertising/or digital marketing/communication case studies. First, sign up for a Wordpress account (<http://wordpress.com>). You must have **a minimum of 7 blog entries and 18 short comments (3comments/each of your six blog assignments)** during the semester. (No comment is required for your blog posting #1.)

You should expect to write around 400+-500+ words per posting with relevant photos, videos, and hyperlinks. I also encourage you to comment on your classmates' blog postings. I will provide you a template for this assignment. Blog posts for this class should use APA guidelines to properly source and cite class readings (or other materials). Feel free to use Citation Machine (<http://citationmachine.net>).

Turning in assignments

Assignments should be **turned in via Sakai** before the deadline. **(Please do not email me your homeworks), (email is not acceptable, 0 point!)**. Make sure you save a copy of your file in case there are problems with LUC's Sakai system and your paper is incorrectly marked as "late".

Grading scale

A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D	60-69%
F	Below 59%

Late assignments

Unless you have a documented medical or personal emergency, late assignments will not be accepted, and will only receive partial (less than 50%) credit. If an emergency happens, please contact me as soon as possible so we can make other arrangements. The only other cases in which late assignments will be accepted are if you are participating in an athletic meet or other university-sponsored event. Please let me know of any potential conflicts at the beginning of the semester. **You must complete all assignments in order to pass this course!**

Special needs

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to me at the beginning of the semester. I will accommodate your needs in the best way possible, given the constraints of course content and processes. It is your responsibility to plan in advance in order to meet your own needs and assignment due dates.

Other policies

- It is important that you check your LUC e-mail account regularly, as we will send important updates about the class and often return assignments over e-mail.
- Please set your phone to vibrate when you enter class and refrain from texting or checking voicemail/e-mail while class is in session. You may be asked to leave the class (and lose credit for any assignments handed in that day) if you do not comply with this request.
- If you're using a computer for note taking, please don't IM, chat, e-mail, browse the web, or complete coursework for other classes. You may be asked to leave the class (and lose credit for any assignments handed in that day) if you do not comply with this request.
- If you come in late to class, please enter quietly. (See attendance policy for more information about tardiness).
- If you need to leave early, please let me know ahead of time and make an effort to sit by the door. (See attendance policy for more information about leaving early).
- **If you are not in class and miss announcements, assignments or lecture materials, it is your responsibility to get them from a classmate.** If you have a legitimate reason for missing class (e.g. official university travel for sports or documented illness), I will be glad to meet with you to catch you up, but we will generally follow the course schedule you have received with only minor adjustments from time to time.

- Your syllabus, the reading schedule, and assignment descriptions serve as my “contract” with you. All evaluation of your work is based on the criteria outlined within these documents. Please take the time to familiarize yourself with the expectations (and relative weight) for each assignment.
- Please treat everyone in the class with civility and respect. Disagreeing with someone’s ideas in class is perfectly fine, but attacking deeply held personal convictions or making insensitive remarks is not.

Inappropriate Classroom Behaviors

- Reading materials not related to this class
- Using a cell phone or text messaging
- Using a laptop to surf the Web during class

School of communication statement on academic integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student’s work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every 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 taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor’s assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of “F” in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that

student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

Tentative Course Schedule and Readings: This is a general plan for the course. I reserve the right to make necessary changes when the need arises, and you are responsible for all announced changes.

#	date	date	week	subjects	reading	due	assignment / memo	
1	M	13-Jan	W1	Welcome and Introduction	-		class blog posting announcement	
2	W	15-Jan		Introduction to Advertising Media	TBA			
3	F	17-Jan		Introduction to Advertising Media Planning	TBA		ad leadership presentation announcement	
4	M	20-Jan	W2	MLK (No Class Meeting)	-			
5	W	22-Jan		Media Terms	TBA			
6	F	24-Jan		Media Agency	TBA	blog #1 due	<i>Video Session: The Pitch</i>	
7	M	27-Jan	W3	Media Terms	TBA			
8	W	29-Jan		Special Session: Presentation Skills				
9	F	31-Jan		<i>ad leadership 1</i>	-	blog #2 due		
10	M	3-Feb	W4	Media and Estimates of Audience Size #1	TBA			
11	W	5-Feb		Media and Estimates of Audience Size #2	TBA			
12	F	7-Feb		<i>ad leadership2</i>	-	blog #3 due		
13	M	10-Feb	W5	Media Effectiveness / Efficiency	TBA			
14	W	12-Feb		Media Strategy: Understanding Audiences #1	TBA		<i>Midterm Exam Review</i>	
15	F	14-Feb		<i>ad leadership #3</i>	-	blog #4 due		
16	M	17-Feb	W6	Media Strategy: Understanding Audiences #2	TBA			
17	W	19-Feb		Study Day (No Class)	-			
18	F	21-Feb		Midterm Exam	-			
19	M	24-Feb	W7	Media Strategy: Understanding Audiences #3	TBA			
20	W	26-Feb		Guest Lecture 2	-		TBA	
21	F	28-Feb		<i>ad leadership 4</i>	-	blog #5 due		
22	M	3-Mar	W8	Spring Break (No Class Meeting)	TBA		final project announcement	
23	W	5-Mar			TBA		extra credit assignment #2: BRST	
24	F	7-Mar			TBA	blog #6 due		
25	M	10-Mar	W9	Sales Analysis and Geographic Strategies (BDI/CDI)	-			
26	W	12-Mar		Sales Analysis and Geographic Strategies (BDI/CDI)	-			
27	F	14-Mar		Advertising Storytelling 3: Branding & Identity	-	blog #7 due		
28	M	17-Mar	W10	Weighting and Scheduling Strategies #1	TBA			
29	W	19-Mar		Weighting and Scheduling Strategies #2	TBA			
30	F	21-Mar		<i>ad leadership 5</i>	-			
31	M	24-Mar	W11	Writing Media Plan #1	TBA			
32	W	26-Mar		Writing Media Plan #2	TBA			
33	F	28-Mar		Quiz - Media Terms and Metrics	-			
34	M	31-Mar	W12	Group Meeting Day (No Class Meeting)	TBA	extra blog #1 due	progress report due	
35	W	2-Apr		Final Project Discussion – Case Review	TBA			
36	F	4-Apr		Online Lecture (No Class Meeting)	TBA			
37	M	7-Apr	W13	Organizing a Media Plan Book	-		extra credit assignment #3: Field Trip Report	
38	W	9-Apr		Agency Field Travel - FCB	-	extra blog #2 due		
39	F	11-Apr		Media Plan Showcase	TBA			
40	M	14-Apr	W14	Final Project Presentation #1 (team 1,2, and 3)	-	PT due	final exam & presentation overview	
41	W	16-Apr		Final Project Presentation #2 (team 4,5, and 6)	-	PT due		
42	F	18-Apr		Easter Holiday (No Class Meeting)			extra blog #3 due	
43	M	21-Apr						
44	W	23-Apr	W15	New/Digital Metrics and Media Research #1	TBA			
45	F	25-Apr		New/Digital Metrics and Media Research #2	TBA			
46	M	28-Apr	W16	Study Day (No Class)	-			
47	W	30-Apr			-			
48	F	2-May			-			
49	M	5-May	W17	Final Exam (Online), Monday at 1 p.m.	-		Online Exam	