

**University of Texas at El Paso - Department of Communication
Official Course Outline & Information – Fall 2016
COMM 4330 - Media Planning**

Lecture/Section - 17779

**Tues/Thurs 10:30 a.m. - 11:50 a.m.
Cotton Memorial #306**

Instructor: Mrs. Carolyn Mitchell
UTEP Office: Cotton 304
cmitchel@utep.edu

Phone: 747-6292 Fax: 747-5236
Office Hours: Mon/Wed 8:30 a.m.–10:30 a.m.;
Tues/Thurs 12 p.m. – 1 p.m.. or by appointment

Department Office:

Room 202/Cotton Memorial
747-5129



COURSE PREREQUISITES:

Senior standing and completion of COMM 2330 with a grade of “C” or better. It is recommended that COMM 3332, 3333, and 3338 also be completed. If these courses have not been completed, you will need instructor approval to take this course.

REQUIRED MATERIALS:

One textbook will be used throughout the semester and is available through the UTEP bookstore. **The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying** (Lea's Communication) (Paperback) by Helen Katz (Author); Publisher: Lawrence Erlbaum Associates; 5th edition (2014); ISBN-13: 978-0-415-85671-3. Please note: Your instructor does not lend out textbooks... students are responsible for their own book materials.

Likewise, there will be a number of documents posted online throughout the semester. It will be your personal responsibility to review these and utilize the information when appropriate. Also, students should have access to and bring a full service calculator for use in class. Students will not be allowed to use cell phone calculators during test periods.

ADDITIONAL READING/VIEWING ASSIGNMENTS:

Throughout the course, you will be asked to read and bring to class advertising periodicals and other publications that contain print advertising such as daily and/or weekly newspapers, and consumer and business magazines. Likewise you will be asked to watch commercial television broadcasts, to listen to selected radio programs, and to review identified websites. You should have access to these media.

You also should take advantage of periodicals available in Cotton Memorial room 300. These include *Advertising Age* and *AdWeek*. These weekly magazines may be checked out overnight by contacting a lab assistant in the department computer lab (Cotton Memorial #307). Online versions of these same magazines are available at www.adage.com and www.adweek.com.

I. COMM 4330 LEARNING OUTCOMES and COURSE OBJECTIVES

As a result of taking this course in Media Planning, students will achieve the following learning outcomes:

- Have a basic understanding of the commercial mass media in the United States and how they are incorporated into the advertising process;

- Begin development of the necessary skills and concepts used to place advertising messages in commercial mass media.; and
- Better understand the various factors that influence how advertisers plan and implement media decisions.

To achieve these learning outcomes, course material has been designed in such a way that the student will meet the following course objectives.

- Identify the individual major mass commercial media type and how each works and obtains advertising results;
- Distinguish between commercial mass media as a whole and newer forms of media such as social media;
- Identify various key advertising media metrics and concepts from rating and share to effective reach and frequency distribution;
- Evaluate media markets, types and vehicles;
- Recognize the commonly used formulas and calculation techniques associated with media math;
- Plan, select and evaluate major advertising (commercial) media for a national media plan and consider the various decisions and problems that arise in those processes; and
- Develop a comprehensive media plan complete with strategies and selected media vehicles to achieve media goals--- on time and within budget.

II. METHODS OF INSTRUCTION:

A variety of the following instructional methods will be utilized, and may vary depending on the individual needs of the students enrolled.

- Lecture and lecture-discussion
- In-class exercises and student presentations
- Online discussions combined with online exercises
- Taped material, slides, physical samples

Ideally, lecture/discussion will be combined with planned exercises to provide additional opportunities for personal growth and understanding. The exercises require you to respond as you might in real situations, thus providing a "safe" environment in which to try out new communication behaviors, refine behaviors, and discover a variety of ways of approaching important advertising problems. When available and appropriate, opportunities to view video material will be provided along with online blogs from individuals in the professional arena. All class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and interactive flash presentations with sound.

III. EVALUATION: Point values are assigned to the following:

Written unit tests (2 @ 250 points each)	up to 500 points
Class Participation (online and face-to-face) and Attendance	up to 200 points
Graded Assignments (5 @ 100 points each)	up to 500 points
Media Plan	up to 800 points

Total	up to 2000 points

Grading:

Two exams will be given in an online format during the semester on the textbook and lecture material. Dates of the tests are announced well in advance, therefore no makeup tests will be given. If it is necessary for you to be absent on the day of an exam, arrangements should be made to take the exam in advance. Exams cannot be taken after the designated test date.

During the semester, you will be assigned a variety of exercises. Some exercises will be practice activities and others will be graded assignments. All activities will be explained in detail and due dates will be designated in advance. Each graded assignment must be your original work.

This class is designed as a student-participation class, therefore you will be assigned points for class participation and attendance. Class participation includes class discussions over the content of the textbook.

The class requires the preparation of a media plan from a case study provided by the instructor. It will represent the proposed recommendations and rationales associated with a real-life client. Do not wait until the last minute to begin the media plan. It is the heart of the course and will be reviewed critically. Make allowances for unexpected catastrophes such as printer problems, a backlog in the lab, projects for other classes among other situations. Further explanation and detail of the media plan will be provided on a class handout.

Letter grades will be based on these scores:

A = 250 - 220

B = 219 - 189

C = 188 - 158

D = 157 - 126

F = 125 and below

Student Withdrawal:

The last day for students to drop a class or completely withdraw with an automatic "W" is October 28, 2016. After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under exceptional circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation.

A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the requirements of the course in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form prior to the end of the semester.

IV. UNIVERSITY POLICIES

Scholastic Honesty and Student Discipline:

The University of Texas at El Paso expects students to maintain the highest standard of honor in their scholastic work. Scholastic dishonesty (which includes the attempt of any student to present the work of another as his or her own, or any work which s(he) has not honestly performed, or attempting to pass any examination by improper means) is a serious offense and will subject the student to disciplinary action. The aiding and abetting of a student in any dishonesty is held to be an equally serious offense.

All alleged acts or scholastic dishonesty will be reported to the Dean of Students for disposition. It is the Dean of Student's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner which provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students attending class should ONLY be those students OFFICIALLY enrolled in the course and section. Children and other family members, friends and guests of class members must wait for students outside the classroom.

The obstruction or disruption of any teaching, research, administrative, disciplinary, public service or other authorized activity on campus is prohibited; any student or group of students creating such an obstruction or disruption will be subject to disciplinary action.

V. CLASS POLICIES:

Attendance Policy:

It is an unusual student who is able to turn in satisfactory assignments without having previously attended class and participated in class activity. You are expected to attend class regularly, be punctual and be prepared. University and class policy allows for students to miss six (6) hours of class time without penalty.

Students missing class because of a university sanctioned event must inform the instructor of the absence in advance, and will be permitted to make up both assignments in consultation with the instructor. A student may receive permission to be absent for the observance of a religious holy day if the student has notified the instructor of his/her intent in writing no later than September 16. Students so excused will be permitted to take an examination in advance or complete assignments.

Should you have more than six (6) hours of absences prior to the university's official drop/withdrawal deadline, you will be dropped from the class. After the official drop/withdrawal deadline, students with more than six (6) hours of absences will be penalized 5 points per absence for absences exceeding six (6) hours. Although tardiness to class is not recommended, it is accepted with a penalty. Five (5) tardies of 10 minutes or more equal one (1) class absence.

Please disable all cell phones, beepers and other electronic devices during the class period. With your instructor's permission, you may record lecture notes on your computer. However, use of other Internet sites for emailing/social networking during lectures will result in the cancellation of this opportunity. Likewise, students are asked to refrain from text messaging during class and will be expelled from the course for text messaging during an exam.

Assignments:

Advertising is a deadline business. Therefore, late work will not be accepted for any reason. If you are unable to make it to class when assignments or your final semester project are due, it is your responsibility to make arrangements to get the material turned in on time. Students are expected to read any textbook assignment ahead of class in order to discuss the material at hand.

Extenuating circumstances preventing class attendance, test taking and/or class assignments being turned in on time:

There may be situations arise that cause obstacles to students attending class, taking a test or turning in assignments. Medical emergencies, a death in the family, jury duty, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly, acknowledging and explaining the situation at hand, and be prepared to provide documentation to support the absence. Personal business, out-of-town trips, counselor appointments, and the like should be scheduled at a time that does not conflict with class meetings.

Classroom Etiquette:

All personal cell phones and other electronic communication devices, including computers, PDA's among others **must be turned off** when entering the classroom/lab unless prior permission has been granted by the instructor. No food or drinks allowed in the computer lab. The instructor does not consent to being recorded or imaged in any way, nor gives consent, implied or otherwise, for her image or voice to be distributed or appear on social websites, media or other distributed methods public or private. Violations will be reported to Student Affairs.

VI. IMPORTANT 2016 DATES TO REMEMBER:

Sept. 05	Labor Day Holiday
Oct. 04 or 11	Test #1 (subject to class pacing)
Oct. 28	Drop Deadline
Nov. 17	Test #2 (subject to class pacing)
Nov. 29	Media plans due by 12 Noon
Nov. 24-25	Thanksgiving Holiday
Dec. 01	Last Day of Class
Dec. 08	10 a.m. – 12:45 p.m. Final Exam Day – keep open

Fall 2016 Semester Pacing: (subject to change)

The pacing of this course is designed so that students cover (1) appropriate course material so that they are adequately prepared for the demands that will be made on them in subsequent courses, and (2) material in sufficient depth and detail to allow students an opportunity to succeed in its mastery.

Week 01 (Aug 22)	Introduction to the course/ The Advertising Process
Week 02 (Aug 29)	The Role of Media Planning/Elements in a Media Plan
Week 03 (Sept. 5)	Components of a Media Plan/Understanding the Situation Analysis
Week 04 (Sept. 12)	Understanding Clients and Consumers
Week 05 (Sept. 19)	Terms, Measurements, Calculations/Writing Media Objectives
Week 06 (Sept. 26)	Building a Media Strategy
Week 07 (Oct. 3)	Test #1/Intro to Commercial Mass Media Types
Week 08 (Oct. 10)	Print Media – magazines, newspapers, outdoor, transit
Week 09 (Oct. 17)	Electronic Media – radio, television, internet
Week 10 (Oct. 24)	Nontraditional media types
Week 11 (Oct. 31)	Developing the Media Budget/Costs of the media
Week 12 (Nov. 07)	Creating a media schedule (flowchart)/Writing media tactics
Week 13 (Nov. 14)	Putting together the media plan proposal/Test #2
Week 14 (Nov. 21)	Thanksgiving Holiday
Week 15 (Nov. 28)	Semester media plans due
Week 16 (Dec. 5)	Finals Week