大学德克萨斯州埃尔帕索 - 通信系
官方课程大纲及信息 – 秋季 2016
COMM 4330 - 媒体策划

讲座/班级：17779

上课日期：星期二/星期四
时间：10:30 a.m. - 11:50 a.m.
地点：Cotton Memorial #306

教师：Mrs. Carolyn Mitchell

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课程先修课程：
大三学年，并且完成 COMM 2330 课程，成绩为“C”或更好。建议完成 COMM 3332、3333 和 3338。如果这些课程没有完成，需要得到教师的批准才能上课。

所需材料：
在整个学期中，将使用一本教材，可以通过 UTEP 图书馆购买。《媒体手册：广告媒体选择、策划、研究和购买指南》（Lea’s Communication）(Paperback) by Helen Katz (Author); Publisher: Lawrence Erlbaum Associates; 5th edition (2014); ISBN-13: 978-0-415-85671-3。请注意：您的教师不会借出教材，学生需要自备教材材料。

此外，课程期间会发布一些文件，由您的个人责任来审查和利用这些信息。此外，学生需要携带一个完整的计算器，用于课堂使用。考试期间不允许使用手机计算器。

额外阅读/观看作业：
在整个课程中，您将被要求阅读并带来每日或每周的报纸，以及消费者和商业杂志。同样，您将被要求观看商业电视广播，收听选定的广播节目，以及审阅指定的网站。您应该有这些媒体的访问权。

此外，您还可以使用eductoees可用的Cotton Memorial room 300。这些杂志可以借过夜，通过与计算机实验室的助手联系（Cotton Memorial #307）。这些相同的杂志的在线版本可以在www.adage.com和www.adweek.com获取。

I. COMM 4330 学习成果和课程目标

作为媒体策划课程的一部分，学生将实现以下学习成果：

- 对美国的商业大众媒体有一个基本的理解，以及它们如何被纳入广告过程。
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