

OFFICIAL COURSE OUTLINE AND INFORMATION

COMM 4330 CRN 15208 – Media Planning & Buying – Fall 2023

1:30-2:50 Tuesdays & Thursdays, LART 205

Instructor Information

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What This Course Is About

We are all media experts in complete control of our media “cloud.” As marketers, we seek to penetrate that cloud to make meaningful connections with our consumers. But as consumers we are increasingly saying, “not so fast.”

As advertising professionals, we all must be media aware. Gone are the days when you can walk in with your storyboard and sell your campaign. The medium now really is the message.

This course is designed to give you the basics of media strategy and analysis. Whether you’re destined to be a great creative director or create the next big media startup, you will gain valuable insights into how to craft an engaging communications plan.

Media planning as a profession is exciting as you sit at the forefront of social, cultural, and consumer trends. Media is also fun because your clients are well-versed in their own media consumption habits and are very engaged in the expertise that you bring to the table. But most of all, media is tremendously challenging as everyone thinks they “know” and it’s constantly changing. Media planning is no longer about figuring out how to place the right message at the right time to the right consumer. Media, or Communications Planning, as it is increasingly known, is about creating a dialogue — having a conversation with your consumer.

Unbelievably, you rarely see an ad by accident. This course will take you behind the scenes of how and why to place your message in the various media to create the most effective, engaging communications campaigns. We will explore how and why the definition of media is changing, learn how to understand the changes, and gain valuable tools to get behind the numbers and understand the why behind the what.

Texts & Materials

This course uses Media Planning Essentials. The chapters will be accompanied by quizzes that will test your understanding.

You will also have access to Stukent Media Planning Simternship™, a simulation model that takes you through the process of creating and implementing a media plan for your client, Buhi.

Learning Outcomes

1. Make sense of the evolution of the new digital landscape and its impact on the new consumer purchase decision journey along with an understanding of how communications planning differs from the traditional view of *media* planning.
2. Apply media theory to the quantification of audiences both through the analysis of traditional reach, frequency, and Gross Rating Points as well as understand how to create meaningful audience definitions to inform programmatic buying tools (DSPs, SSPs, and DMPs).
3. Identify the various media measurement tools and select the appropriate tool to target audience analysis including MRI, Simmons, Comscore, and Nielsen.
4. Explain how the various media touchpoints are bought and sold.
5. Create effective media strategies to efficiently reach a target audience. These strategies are developed by incorporating media theory basics, campaign strategy mandatories, and applying assessment tools such as CPM, CPC, CPA, and/or CPE.
6. Apply the above to the development of effective media planning through Stukent Media Planning Simternship™.

Grading Policy

The assessment and grading system is intended to reflect student learning and performance.

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| Media Planning Simternship™ | 25% | |
| Media Math Worksheets | 5% | OBJ |
| Chapter Quizzes | 15% | |
| Final Project | 25% | |
| Midterm Exam | 15% | |
| Final Exam | 15% | |

Course Schedule

| Media Planning Essentials Course Schedule | | | | |
|-------------------------------------------|-------|---------|-----------------|-------|
| Class Number | Topic | Reading | Assignments Due | Notes |
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|-----------------------------------------------|----------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Week 1 Aug 28-Sep 1 Class 1 | Introduction to Media/Communications Planning | Chapter 1: The Art and Science of Media Planning | Chapter 1 Quiz due Aug 31, 11pm | |
| Class 2 | Topline view of the overall communications process | Chapter 2: The Evolution of Communications Planning | Chapter 2 Quiz due Sep 2, 11pm | |
| Week 2 Sep 4-8 Class 3 | The language of target audiences and uncovering insights | Chapter 3: Finding the Right People | Chapter 3 Quiz due Sep 5, 1pm | Labor Day Sep 4 |
| Class 4 | Using secondary research to understand your audience | | | |
| Week 3 Sep 11-15 Class 5 | How we measure audiences | Chapter 4: Finding the Right Place | Chapter 4 Quiz Due Sep 12, 1pm | |
| Class 6 | The efficiency metrics: getting what you paid for | | Media Planning Simternship Round 1 due Sep 15 11pm Worksheets 1 and 2 due Sep 16 11pm | |
| Week 4 Sep 18-22 Class 7 | | | | No Class |
| Class 8 | Selecting the right channels | Chapter 5: Discovering the Right Time | Chapter 5 Quiz due Sep 21, 1pm Media Planning Simternship Round 2 due Sept 21, 11pm Worksheets 3-5 due Sept 23 11 pm | |
| Week 5 Sep 25-29 Class 9 | The marketing mix and the Consumer Decision Journey | Chapter 6: Media's Role in the Marketing Mix | Chapter 6 Quiz due Sep 26, 1pm Media Planning | |

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| | | | Simternship Round 3 due Sep 28, 11pm | |
| Class 10 | Setting objectives | Chapter 7: Measuring What Works | Chapter 7 Quiz due Sep 28 1pm Media Planning Simternship Round 4 due Sep 30, 11pm | |
| Week 6 Oct 2-6 Class 11 | Midterm | | Midterm in class Oct 3 | |
| Class 12 | How the internet works | Chapter 8: Data-driven Strategies in a Digital Era | Chapter 8 Quiz due Oct 5, 1pm Media Planning Simternship Round 5 due Oct 7, 11pm | |
| Week 7 Oct 9-13 Class 13 | Leveraging the power of social media | Chapter 9: Social Media and the Walled Gardens | Chapter 9 Quiz due Oct 10, 1pm | |
| Class 14 | The convergence of the video landscape | Chapter 10: Video and Streaming Media | Chapter 10 Quiz due Oct 12, 1pm Media Planning Simternship Round 6 due Oct 14, 11pm | |
| Week 8 Oct 16-20 Class 15 | The economics of television | | | |
| Class 16 | The basics of search advertising | Chapter 11: Search and Display | Chapter 11 quiz due October 19, 1pm Media Planning Simternship Round 7 due October 21, 11pm | |
| Week 9 Oct 23-27 | The display landscape | | | |

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| Class 17 | | | | |
| Class 18 | Advertising in the audio space | Chapter 12: Audio and Podcasting | Chapter 12 Quiz due 1pm Oct 26 Media Planning Simternship Round 8 due Oct 28, 11pm | |
| Week 10 Oct 30-Nov 3 Class 19 | What makes mobile different? | Chapter 13: The Role of Mobile | Chapter 13 Quiz due 1pm Oct 31 1pm | |
| Class 20 | Award winning media strategies | Chapter 14: Creating an Integrated Communications Plan | Chapter 14 Quiz due 1pm Nov 2 Media Planning Simternship Round 9 due Nov 4, 11pm | November 3 is the last day to drop this class with a "W" |
| Week 11 Nov 6-10 Class 21 | Review of Simternship exercise | | | |
| Class 22 | Student case study presentations | | | |
| Week 12 Nov 13-17 Class 23 | In-class meetings on final projects | | | |
| Class 24 | In-class meetings on final projects | | | |
| Week 13 Nov 20-24 Class 25 | Instilling trust and transparency in advertising | Chapter 15: Data Privacy, Ethics, and Regulation | Chapter 15 Quiz due Nov 21, 1pm | |
| Class 26 | | | | No class November 23; Happy Thanksgiving! |
| Week 14 Nov 27-Dec 1 Class 27 | Final presentations (2) | | | |

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|-------------------------------------------------|-------------------------|--|--|---------------------------------------------------|
| Class 28 | Final presentations (2) | | | |
| Week 15 Dec 4-8 Class 29 | Final presentations (1) | | | |
| Class 30 | Final exam review | | | Last day of classes Dec 7 Dead Day – Dec 8 |
| Week 16 Dec 11-15 Finals Week | Final | | | |

Quizzes

Every chapter in the book has an accompanying quiz. The quiz must be completed before class begins on the day the reading assignment is due. The exception is the first week of class, when due dates are later in the week.

Assignments

Stukent Media Planning Simternship™

You will work through the Simternship along with the text. This will give you hands-on experience working with a client and planning and buying media to deliver on the client's goals.

Media Planning Worksheets (link in text).

These worksheets test your knowledge of basic media math concepts. They are created in Google Sheets to give you the opportunity to gain basic knowledge of how to navigate a spreadsheet. The assignment will be turned in as a Google Sheet.

Final Project

Upon completion of the Simternship, you will need to apply the skills you learned in the media chapters to select three of the vehicles you chose in your Simternship to create a unique way to use that vehicle. You will need to research the vehicle and learn about the unique ad formats at your disposal. Armed with that knowledge, recommend how Buhi can create an engaging experience for their target audience.

In a final class presentation, you and your team will share the following, including your thinking that led you to the decisions you made:

1. Target Audience
2. Messaging and Strategy Drivers
3. Budget Allocation
4. Quarterly Buys
5. Specific unique and creative *media* ideas (be careful, you are not creating ads, you are recommending how Buhi can use the vehicle to stand out in a unique and engaging way)

Exams

There will be two exams: a midterm and a final. Exams will cover material from the textbook and material covered in class.

The last day for students to drop a class or completely withdraw with an automatic "W" is July 27, 2023. Students who drop after the deadline will receive an F.

Incomplete Grade Policy

You may request an incomplete grade only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed (with deadlines).

Absences and Course Drop Policy:

It's up to you to keep up with any reading, videos, and exams. Because this semester is so short, it's imperative that you attend class.

- If you miss two days of class because of illness, I will need a doctor's note.
- If you miss two days of class because of personal travel or another personal event you chose to attend rather than do your class work, that is not excused.

According to UTEP Curriculum and Classroom Policies, "When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of "W" before the course drop deadline and with a grade of "F" after the course drop deadline." See academic regulations in the UTEP Undergraduate Catalog for a list of excused absences. If I find that you are at risk of failing due to non-performance in the course, I will drop you from the course. I will provide 24-hour advance notice via email.

Technology and Class "Netiquette"

You'll find this course's content via the Internet through Blackboard. Ensure your UTEP email account is working and that you have access to the Web and a stable web browser. Please use your UTEP email address for all communications with me. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You'll need to have access to a computer/laptop. You'll need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course. The UTEP Help Desk can assist you with any questions you may have.

If you don't have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook, and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [UTEP Help Desk](#) since they're trained specifically to help with the technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you.

Netiquette:

Online communication can be challenging. There's no tone of voice, body language, or facial expression to give anyone clues about what you mean. Unclear, hasty writing can also cause misunderstandings. Please keep these netiquette (network etiquette) guidelines in mind. Failure to observe them may result in disciplinary action.

- Always consider your audience. This is a college-level course; therefore, all communication should reflect polite consideration of others' ideas. Politeness extends to small things, too. (Use a greeting in your emails, for example, rather than jumping right to your question.)
- Please always use respect and courtesy toward your classmates and the instructor. This class will not tolerate harassment or inappropriate postings.
- When reacting to someone else's message, address the ideas, not the person. Post only what you would comfortably say in a face-to-face situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever you post in these online spaces is for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space.

Class Recordings:

This class is not recorded, and I do not allow lectures to be recorded.

UNIVERSITY POLICIES

Academic Integrity, Scholastic Honesty, and Student Discipline:

UTEP's scholastic honesty policy:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as one's own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will

not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Specific scholastic honesty advice for this class:

Advertising is about creating ideas, not stealing them. Ideas or writing that are not your own original work is completely unacceptable. Some of your course work and assessments may be submitted to SafeAssign, a plagiarism-detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

Accommodations

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services, and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodation will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#) (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

Student Resources

UTEP provides a variety of student services and support. Familiarize yourself with the bookmarks on the right-hand side of the Blackboard student portal (visible before entering a course) and the resources below.

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.

Individual Resources

- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.

Copyright Notice

Many of the materials used in this course are protected by copyright law. These materials are only for the use of students enrolled in this course, and only for the purpose of this course. It is a violation of copyright law for you to use them for purposes other than this class or to share them with anyone not enrolled in this course.