

JOMC 272.001

Advertising Media

The media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; computer analysis.

Syllabus

This course meets 12:00-1:15 p.m. on Mondays and Wednesdays in Carroll 143.

Instructor

Joe Bob Hester, Ph.D
Associate Professor

Office: 233 Carroll Hall

Office hours are 2:00-3:00 p.m. on Tuesday, Wednesday, and Thursday or by appointment at other times. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

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(Please use the #J272_1 hashtag.)

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Materials

The required textbook for this course is Media Planning & Buying in the 21st Century by Ronald D. Geskey (available at Student Stores).

We will use spreadsheets extensively in this course. You will need to bring your laptop computer to each class meeting.

You will need a handheld calculator for exams. You may use the calculator function on your cell phone.

Objectives

Upon completion of this course, you should:

be able to not only define basic media concepts such as CPM, reach, frequency, coverage, etc., but understand and apply them to specific media planning/buying situations;

be able to compute all major media planning/buying formulas by hand;

understand the role of computers in media planning/buying and be able to use computer software to analyze and solve media problems;

understand the relationship and importance of media planning/buying to marketing and advertising;

be able to analyze a marketing situation, apply creative problem solving, and

develop effective media strategies;

be able to write articulate, integrated media objectives and strategies, and use these objectives/strategies to develop media tactics;

understand the career opportunities available in media planning/buying.

Requirements & Grading

Course grades are assigned using the University of North Carolina Grading System.

Grading criteria vary by assignment. Assignments contribute to your final grade as follows:

20% - Exam I

20% - Exam II

20% - Exam III

10% - Homework

10% - Quizzes

10% - Group Project/Presentation

10% - Participation

There are no extra credit projects available in this course.

Attendance & Participation

Regular class attendance is a student obligation, and a student is responsible for all the work, including tests and written work, of all class meetings. This course operates under the University of North Carolina Class Attendance Policy.

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class.

Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent.

Academic Integrity & Counseling

This course operates under the Honor System of the University of North Carolina at Chapel Hill. Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

Unless otherwise directed, students should complete all graded academic work in this course on their own, without collaboration, and include a signed honor pledge when it is turned in to the instructor.

It is also the responsibility of the student to make the instructor aware of any problem that may affect the student's successful completion of the course. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible so that the necessary accommodations may be made.

Course Format

This is a course in which you should not only understand the subject matter, but

you should be able to apply it in a variety of situations. From the beginning, the material builds on itself to form a comprehensive body of media planning/buying knowledge. Therefore, the course will be taught using a problem-solving approach.

This approach works as follows for any given class meeting:

Readings and/or homework are assigned before each class meeting. It is your responsibility to not only read but to study and understand the reading assignments prior to the next class meeting. In class, I will assume that you have read the assigned material and are ready to discuss, question, expand on and apply the material.

Most class sessions begin by discussing the homework assignment for the day.

There may be a quiz based on the homework.

A specific topic from the readings is introduced. This introduction may be a very brief summary or an extended lecture depending on the particular topic.

In-class exercises and/or quizzes are used to help you understand how to apply the material.

NOTE: This course requires extensive time and effort outside of the classroom.

Tentative Schedule

Week 1

Wednesday, August 21
Introduction to the course.

Week 2

Monday, August 26
Before class, please read
Chapter 1: Welcome to the Future
Chapter 2: The Business of Media
Chapter 3: The Revolution

Wednesday, August 28
Before class, please read Chapter 4: Media Math
Data for in-class quiz
Homework 02 (due Sept. 4)

Week 3

Monday, September 2

Labor Day Holiday

Wednesday, September 4

Before class, please read Chapter 5: Audience Concepts
Table for in-class assignment

Set up a free MRI+ account (using your unc.edu email account)
and use it to complete the homework assignment.
Homework 03 (due Sept. 9)

Week 4

Monday, September 9

Before class, please read Chapter 6: Media Costs

Homework 04

Wednesday, September 11

Before class, please read Chapter 7: Media Impact

Involvement Survey

Week 5

Monday, September 16

Virtual Exam Review

Wednesday, September 18

EXAM I

Week 6

Monday, September 23

Before class, please
Read Chapter 8: Media in Marketing
Skim Chapter 18: Strategic Media Plan

Homework 05

Wednesday, September 25

Before class, please read Chapter 9: How Do Media Work?
Be prepared to discuss the advantages and disadvantages of
each media model presented in the chapter.

Week 7

Monday, September 30

Before class, please read Chapter 10: Target Audience

Wednesday, October 2

Before class, please read Chapter 11: Geographic Problems &
Opportunities

Homework 06 due at beginning of class.

Week 8

Monday, October 7

Before class, please read Chapter 12: Timing & Scheduling

Wednesday, October 9

Before class, please read Chapter 13: A Budget to Grow By
Spreadsheet for class

Week 9

Monday, October 14

Before class, please read
Chapter 14: The Tools of IMC
Chapter 15: Traditional Media

Wednesday, October 16

Before class, please read Chapter 16: Internet Marketing

Week 10

Monday, October 21

Before class, please read Chapter 17: Social Media

Wednesday, October 23

Before class, please read Chapter 18: Strategic Media Plan
Frost Situation Analysis
Frost Media Objectives

Week 11

Monday, October 28

EXAM II

Wednesday, October 30

Before class, please read
Chapter 19: Media Negotiations
Chapter 20: Broadcast Media Buying
Net TV Spreadsheet

Week 12

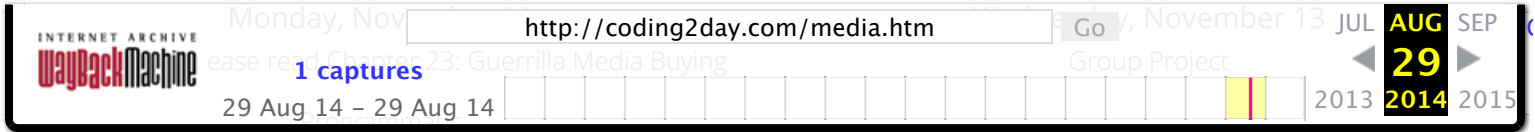
Monday, November 4

Before class, please read Chapter 21: Buying Print Media

Wednesday, November 6

Before class, please read Chapter 22: Buying Internet
Advertising

Week 13



Week 14: Project Presentations

Monday, November 18

Presentation Practice

Wednesday, November 20

Schedule of presentations to come

Week 15

Monday, November 25

Before class, please read Chapter 24: Media Sales

In-class sales exercise

Wednesday, November 27

No Class Meeting - THANKSGIVING RECESS

Week 16

Monday, December 2

Before class, please read Chapter 25: The Future

Spot Buying Avails

Wednesday, December 4

Before class, please read "TV Is Dying, And Here Are The Stats That Prove It"

Course Recap & Review

Course Evaluation Form

Final Exam: Friday, December 13, 12:00-2:00 p.m.

This site's code:

The code is a modification of Keyners freebie template. It's a responsive page coded in HTML5, CSS3 with a jQuery plugin and based on Skeleton grid.

Social



Get in touch

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