

Strategic Media Planning—JCOM 545
Winter 2006
—PROPOSED—

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Office Hours: MW from 1:15 to 2:15 pm and by appointment

(E-mail is my preferred method for receiving and returning “simple or quick” messages. Please *do not* leave voice mail messages regarding class assignments, class concerns or absences.)

Introduction and Objectives

This course is an introduction to media planning for students interested in careers in advertising, public relations and other forms of strategic communication.

The course focuses on:

- Challenges facing strategic communicators, especially media specialists;
- Basic concepts involved in buying and planning in traditional and new media;
- Data sources used in the process of strategic media analysis;
- Basic elements of a strategic media plan involving advertising/PR;
- Tactical and strategic concerns in creating media plans;
- Use of media planning software to aid in developing strategic media plans.

The objectives of this class are to:

- Cover in detail the many formats that a media planner will need to know and practice. These media-specific analyses will encourage you to think about the implications for *planning for different media*. Research will be presented and practiced in order for you to learn how to analyze situations, organizations and publics.
- Provide the necessary strategic principles that media planners will need to master in order to establish goals and objectives, formulate action and response strategies and use effective research to create a media plan.
- Cover extensively the communication tactics necessary to know in order to implement a strategic advertising and public relations plan as well as evaluate the success or failure of your plan. This includes introducing new software that aids in strategic media planning.
- Provide you with an accurate simulation of “real-life” demands on media planners, beginning with basic marketing formats before moving on to more sophisticated media or combinations of media.

We will also examine communication case studies to ascertain where failures in the media planning process occurred. You will learn the importance of research, planning, ethics, legal considerations and evaluation in the media planning process. It is my hope that you will come to understand the relationships between making strategic organizational advertising and public relations decisions and the success of advertising and public relations campaigns.

Text

Advertising Media Planning, 6th Edition (2002)

by Jack Z. Sissors, Roger Baron

McGraw Hill

Media Planning Workbook (2001)

By William B. Goodrich, Jack Z. Sissors

McGraw Hill

Grading and Requirements

Midterm:	25%
Final:	25%
Oral participation	10%
Overview Planning Assignment #1	10%
Broadcast Plans #2	10%
Internet/Print Plans #3	10%
<u>Complete Media Plans #4</u>	<u>10%</u>
Total	100%

Assignments #1 through #3 should be 3-4 pages in length and Assignment #4 will be 7-8 pages. You are encouraged to think creatively and critically in producing quality simulated plans for each of the areas we will study. Evaluation will include not only how well you strategically analyze and create a plan but also how well you tailor your messages for particular media and publics. More detailed information will be distributed before each assignment but an overall summary follows.

Assignment #1 will be a case study in which you will show how you will strategically plan to develop an integrated marketing communications media program for a given company. You will be asked to demonstrate the need for an overall program, discuss its goals and objectives, strengths and weaknesses, and how you would evaluate such program.

Assignments #2 and #3 will be to develop an overall strategy and program for a given product, first using only broadcast media (Assignment #2) then, internet and print media (Assignment #3). You will be asked to apply your knowledge of strategic planning, traditional factors involved in selecting your target audiences and media, as well as business behaviors.

Assignment #4 will be to expand previous assignments to complete a detailed program for a given product in which you must demonstrate everything we have learned about media planning, including quality media choices, creativity, financial stewardship, etc., all based on research.

The midterm and final exams will cover material in the text and material discussed in class. The purpose of these exams is to evaluate how much you have learned about the

fundamentals and values of writing for integrated marketing communication materials. At the same time, your ability to apply theoretical knowledge will also be tested.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/info_for_students/csc.asp).

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

Course Schedule

(The following topics are an approximation of what will be discussed each week. Tests and assignments, however, will occur on the dates below.)

Week	Date	Topic(s)	Readings	Test/Assigned/Due
1	1/3 1/5	Introduction to Strategic Media Planning Media Planning in Changing Times	Introduction	
2	1/10 1/12	Interactive Advertising: TV and Cybermedia Integrated Mktg. Communications	Ch. #1-3	
3	1/16 1/18	<i>MLK Birthday Holiday</i> Basic Measurements/ Calculations	Ch. #4-5	Assignment #1 due (Media Planning Overview)
4	1/23 1/25	Reach/Frequency Effective Frequency Marketing Strategy and Media Planning	Ch. #6-7	Assignment #2 due (Broadcast Plans)
5	1/30 2/1	Strategic Planning MIDTERM	Ch. #8-9	MIDTERM
6	2/6 2/8	Selecting Media Classes Principles of Planning Media Strategies	Ch. #10-11	
7	2/13 2/15	Selecting/Evaluating Media Vehicles Assembling Media Plan Elements	Ch. #12-13	Assignment #3 due (Internet/Print Plans)
8	2/20 2/22	Professional Media Plans Media Costs/Buying Problems	Ch. #14-15	Assignment #4 due (Case Study--Creating a Complete Plan)
9	2/27 3/1	<i>Guest Speaker—Agency Media Buyer</i> Setting and Allocating Budgets	Ch. #16-17	
10	3/8 3/10 3/15	<i>Agency Visit and Demonstration</i> Final Review FINAL		FINAL