

Strategic Media Planning—COM 545
Spring 2006

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Office Hours: TTh from 11 am to 12:15 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 media buying 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.

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.
- 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.

Text

Advertising Media Planning, 6th Edition

by Jack Z. Sissors, Roger Baron

McGraw Hill

Media Planning Workbook, Fifth Edition

By William B. Goodrich, Jack Z. Sissors

McGraw Hill

You should bring a calculator to class every day there are assignments due.

Grading and Requirements

Midterm:	25%
Final:	35%
Assignments—in class and homework	20%
Oral participation/attendance	10%
<u>Unannounced quizzes</u>	<u>10%</u>
Total	100%

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.

The Media Planning Workbook includes assignments, some that will take 10 minutes, others that will take longer, that you will complete in class or at home. **You must bring your workbook AND A CALCULATOR to class as outlined. Not every assignment will be turned in to me. You must be in class the day the assignment is due to earn credit for the assignments. Assignments are only accepted in class when they are due.**

From time to time, I will give a quick quiz just to check your understanding of the material. These quizzes will be unannounced and cannot be made up. If you miss the day of a quiz you get a zero on the quiz.

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	3/28	Introduction to Media Planning	Introduction Ch. #1	
	3/30	General procedures/problems in media planning		
2	4/4	Media objectives/competitive & target analysis strategy	Ch. #2-4	Goodrich #1, 2
	4/6	Basic Measurements/Interpretations		Goodrich #7
3	4/11	<i>Guest Speaker—media buying</i>		
	4/13	Reach and Frequency	Ch. #5	Goodrich #9, 11
4	4/18	What media planners need to know	Ch. #6	
	4/20	Strategic Planning	Ch. #7 and 8	Goodrich #12
5	4/25	MIDTERM		MIDTERM
	4/27	<i>Class cancelled</i>		
6	5/2	Comparing Media Uses	Ch. #9-10	
	5/4	Principles of Planning Media Strategies		Goodrich #15
7	5/9	<i>Class cancelled</i>		
	5/11	Selecting/Evaluating Media Vehicles	Ch.#11	Goodrich #22
8	5/16	Media Costs/Buying Problems	Ch. #12	
	5/18	Setting and Allocating Budgets	Ch. #13	Goodrich #26
9	5/23	<i>Guest Speaker—Media Buyer</i>		
	5/25	Test marketing/Media Planning	Ch. 14	Goodrich #27
10	5/30	<i>Final Review</i>		
	6/1	FINAL		FINAL