**J.272 – Spring 2013 Advertising Media**

**Objectives**

Upon completion of this course, you should:

* be able to define basic media concepts such as CPM, reach, frequency, coverage, etc.,
* apply basic concepts to specific media planning/buying situations;
* be able to compute all major media planning/buying formulas;
* understand the role of technology in media planning and buying;
* be able to use computer software to analyze and solve media problems;
* understand the relationship and importance of media planning/buying;
* 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
* use objectives/strategies to develop media tactics;
* understand the career opportunities available in media planning/buying.

**Course Format**

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 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.

**Class Structure**

* 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 will be given at the end of each class. They will help you understand how to apply the material.

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

# Class Times

Tuesdays and Thursdays from 5:30 – 6:45 in 253 Carroll Hall.

# Attendance

Attendance is required. Each student will be allowed **three**  absences. Use them as you need to. Under no circumstances can more be had without penalty. Absences cannot be “excused.” Each additional absence will result in a 5% reduction in the student’s final grade. Don’t “plan” on missing more than one class, because emergencies/accidents happen.

# Required Materials

* A Dropbox Account. We will sign up for this during the first class meeting. If you don’t have an account already, wait for the first class.
* A Laptop or similarly configured device. Something that can run Microsoft Office (Mac or PC).
  + Don’t have office? Go to the basement of the Undergrad Library and the the ITS staff. They’ll install a free copy.
* Media Planning & Buying in the 21st Century by Ronald D. Geskey **2nd Edition** (available at Student Stores or [on Amazon](http://www.amazon.com/Media-Planning-Buying-21st-Century/dp/148193872X)).
* A handheld calculator. No cellphones allowed for exams. No exceptions.

# Office Hours

By appointment, just message me and set up a time. I’m really pretty flexible.   
My office = 387 Carroll Hall.

# Requirements & Grading

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

250 pts. – Exam I

250 pts. – Exam II

100 pts. – Homework

100 pts. – Quizzes

200 pts. – Group Project/Presentation

100 pts. – Participation

There are no extra credit projects available in this course.

# Late Assignments

Deadlines are absolute. All assignments are due at the beginning of class on the specified dates unless otherwise specified.  
**NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

# ****Grade Point Range****

930-1000 | A  
900-929 | A-  
885-899 | B+  
830-884 | B  
800-829 | B-  
785-799 | C+  
730-784 | C  
700-729 | C-  
685-699 | D+  
630-684 | D  
600-629 | D-  
599 and below F

# Honor Code

It is expected that each student in this course will conduct himself or herself within the guidelines of the [UNC honor code](http://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/documents/Instrument.pdf). All academic work should be done with the high level of honesty and integrity this university demands.

# Contact

Instructor & Doctoral Candidate (not Prof. or Dr. until May).

Call me Chris, please!

I really do want to hear from you throughout the semester, but in my opinion **email is not always the best or most efficient route to reach me**. For this class, we’re going to embrace social media to communicate.

* General class questions: Ask on Quora <http://jomc272.quora.com/>
  + What is due next class? This way everyone can see the answer, helps clear confusion. Check the most recently asked questions before posting a new one.
* Short (personal) questions: IM me on gchat (christopherjvargo)
  + If you have a question about your specific to you (e.g. what time do I present?)
  + If you can’t make a class, there is no need to email me with an excuse. You are allotted one absence, regardless of excuses.
  + If your message is too long and complicated for 140 characters, then it’s too long to answer via computer.
    - Come to office hours or Skype during office hours.
* Long (personal) questions: Google+ hangout (christopherjvargo) or Skype (chrisjvargo) during office hours.
  + For when you can’t or don’t want to make it in person. Schedule these with me in advance.
* Turning in assignments: Dropbox
  + Just save your content inside of the Dropbox folder that is shared between you and I. Instant submission.