



About Languages Coding Resources
Programming Skills For Researchers

JOMC 272.001

Advertising Media

Fall 2015

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 (3rd Edition, 2015, 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:

15% - Exam I

15% - Exam II

20% - Exam III

10% - Homework

10% - Quizzes

20% - 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.

If you need individual assistance, it's your responsibility to meet with the instructor.

If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin.

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of

Disability Services website.

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. On average, you should plan on at least 10 hours per week

Tentative Schedule

Week 1

Wednesday, August 19

Introduction to the course.

Week 2

Monday, August 24

Before class, please read
Chapter 1: The Wild, Wild West
Chapter 2: Welcome to the Future
Chapter 3: The Business of Media
Chapter 4: The Revolution

Wednesday, August 26

Before class, please read Chapter 5: Media Math

Week 3

Monday, August 31

Before class, please read Chapter 6: Audience Concepts

Set up a free MRI+ account (using your unc.edu email account)
and use it to complete various assignments.

How to Read an Internet Reporter Report.

Wednesday, September 2

Before class, please read Chapter 7: Media Costs

Week 4

Monday, September 7

Labor Day Holiday

Wednesday, September 9

Before class, please read Chapter 8: Media Impact

Week 5

Monday, September 14

Exam Review

Virtual Exam Review

Wednesday, September 16

EXAM I

Week 6

Monday, September 21

Before class, please
Read Chapter 9: Media in Marketing
Skim Chapter 19: Building a Strategic Media Plan

Wednesday, September 23

Before class, please read Chapter 10: How Do Media Work?
Be prepared to discuss the advantages and disadvantages of
each media model presented in the chapter.

Week 7

Monday, September 28

Before class, please read Chapter 11: Target Audience

Wednesday, September 30

Before class, please read Chapter 12: Geographic Problems &
Opportunities

Week 8

Monday, October 5

Before class, please read Chapter 13: Timing & Scheduling

Wednesday, October 7

Before class, please read Chapter 14: A Budget to Grow By

Week 9

Monday, October 12

Before class, please read
Chapter 15: The Tools of IMC
Chapter 16: Traditional Media

Wednesday, October 14

Before class, please read Chapter 17: Internet Marketing

Special Online Session

Week 10

Monday, October 19

Before class, please read Chapter 18: Social Media

Wednesday, October 21

Before class, please read Chapter 19: Building a Strategic Media
Plan

Week 11

Monday, October 26

EXAM II

Wednesday, October 28

Before class, please read
Chapter 20: Media Negotiations
Chapter 21: Broadcast Media Buying

Nielsen Top 10 TV | Raleigh-Durham_Fayet DMA | Radio Ratings

Week 12

Monday, November 2

Before class, please read Chapter 22: Buying Print Media

N&O Rates | Wired Media Kit

Wednesday, November 4

Before class, please read Chapter 23: Buying Internet
Advertising

Wired Tablet | Wired Web

Week 13

Monday, November 9

Before class, please read Chapter 24: Guerrilla Media Buying

Programmatic

Wednesday, November 11

Before class, please read Chapter 25: Media Sales

In-class sales exercise

Week 14: Project Presentations

Monday, November 16

Before class, please read Chapter 26: The Future

Wednesday, November 18

Group Project

Week 15

Monday, November 23

Group Project

Wednesday, November 25

No Class Meeting - THANKSGIVING RECESS

Week 16

Monday, November 30

Group Project

Wednesday, December 2

Course Wrap-Up

Note: Project deliverables due by 11:59 p.m. on Tuesday,
December 1.

Final Exam: Friday, December 7, 12:00-2:00 p.m.

ACEJMC core values & competences

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>.

This course focuses on the following core values and competencies:

Thinking critically, creatively and independently;

Conducting research and evaluating information by methods appropriate to the communications professions in which they work;

Writing correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

Critically evaluating their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

Applying basic numerical and statistical concepts;

Applying tools and technologies appropriate for the communications professions in which they work.

This site's code:

The code is a modification of Keyner's 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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