**JOMC 272.2 Advertising Media**

**Fall 2014**

Class meeting time & classroom:

Wed 06-08:15 PM (CAR,253)

Instructor: Dr. Dong Hoo (Dan) Kim

Office: CAR 226

Contact: dh\_Kim@unc.edu (all hours)

512-949-8121 (cell 10am-7pm)

Office Hours: W 2:00-4:00PM and by appointment

**Course Overview**

The fields of advertising, particularly the media side of things, are some of the most dynamic and rapidly transforming industries in existence. On every front, change defines the reality of how consumers consume, participate in, contribute to and control the media landscape today. It is critical for students to have a working knowledge of media where consumers come into direct contact with their brands. Also, students need to be familiar with how to use the media and evaluate its effects to increase the effectiveness of marketing communications. Therefore the main purpose of this course is to introduce the role of media in marketing communications and provide a theoretical exploration of media and its practical application. Through this course, you will create a solid foundation for media thinking that is transferable across both existing and emerging media contexts.

**Course Objectives/Learning Outcomes**

As the semester progresses, students should accomplish the following from the reading, lectures, class presentations, and assignments.

1. Become even smarter about how advertising works by understanding another areas of the advertising business
2. Understand that media is a major and critical component to the success of an ad campaign
3. Apply the basic concepts and calculations used in media planning
4. Be able to strategically evaluate various media situations and options
5. Design and present strategic media plans

**Course Format**

Class presentations and the text are designed to motivate students to engage in an active learning procedure. Lectures, discussion, and assignments are designed to supplement the assigned readings in the textbook to provide additional insight on issues important for understanding advertising media. Students are expected to come to class prepared to actively participate in class activities.

**Required Text**

Geskey, Ronald D. (2011), Media Planning & Buying in the 21st Century(2nd ed.). 2020:Marketing communications LLC.

*Note: Since the media landscape is changing rapidly, other course materials may be added when deemed appropriate. Additional required readings may be made available in class or on Sakai. You will need to bring a calculator to every class.*

**Course Requirements**

1. Exams

Two exams will be given during the semester. Exams are designed to assess the students’ knowledge and application of the main ideas covered in the text chapters, class discussions, and materials used in class. Exams will be a combination of multiple choice and true/false questions. **No early or make-up exam will be given.** If you miss an exam, you will receive a zero for that exam. Extremely exceptional cases that the university officially recommends might be considered for a make-up. An exam review session will be provided prior to each in-class exam. After exam grades are posted, you have **one week** to discuss exam with me.

2. Individual projects

There will be **2 individual projects**. Details of the individual projects will be discussed in class and posted on Sakai. Project 1 will be 2 to 3 pages long and project 2 will be 4 to 5 pages long (not including references). All projects are to be completely individually. Questions about assignment grades must be raised in the week following the posting of your grade.

Individual project 1: Target audience analysis-10% of final grade

Individual project 2: Media report -15% of final grade

You will be provided 3 brands (Starbucks, Whole food market, and Geico) for the projects. You need to choose one brand and will analyze its core target consumer (project 1) and write a media report for the brand (project 2).

Some helpful resources for the case study:

* United States Census Bureau: http://www.census.gov/
* Marketing database (UNC library): Ad age DataCenter, Business Source complete, Mintel, adspender, etc. http://eresources.lib.unc.edu/eid/subject.php?subjectName=Marketing
* Adweek: http://www.adweek.com/
* Social mention: http://www.socialmention.com/
* Google Alerts: https://www.google.com/alerts

3. Group project (Media planning)

You will work in teams to build and present a Media Plan based on an assigned case study I will provide. Your team is required to provide a hard copy of your presentation (10 to 12 pages long) on the day of your presentation. Presentation (20 min) should utilize PowerPoint or any other visual presentation software. This exercise is meant to help you in making professional presentations, so please approach it as a talk you would give at the next job.

Peer reviews will be factored into your grade.

4. Participation

Class attendance is the student’s responsibility. While attendance is not mandatory, there will be several **pop quizzes and class activities** during this semester. **Missing the pop quizzes or activities will substantially hurt your participation grade.** If you are absent and have a valid excuse (e.g. serious illness or family emergency), you must bring the appropriate documentation on your first day back. In addition, participation grade will be based on **quality and quantity of contribution to class discussions**. Quantity does not substitute for quality. Quality of contribution is judged on three criteria: 1) understanding of the major points made in assigned readings; 2) ability to integrate different concepts; and 3) ability to apply the materials to real world situation.

Students are expected to arrive at class on time and to stay for the entire class period (or until dismissed). Random arrivals and exits are unprofessional and distracting. Students are also responsible for any information missed during an absence. Attitude will also be considered in determining final class participation grades.

**Evaluation**

Final letter grades for the course will be based on the number of points you accumulate for the following requirements. Please keep track of your points using the form below.

|  |  |
| --- | --- |
| **Requirement** | **Percentage** |
| Two exams | 15% each x 2 = 30% |
| 1st Project | 10% |
| 2nd project | 15% |
| Group project | 35% |
| Class participation | 10% |

**\*\* I do not round any exam scores or grades!**

**Final Grades**

Operate under the assumption that **numbers are absolute**, and **will not be rounded up or down.** For example, a B- is inclusive of all scores 80.00 through 83.99%

A = 93% and above A- = 90-92%

B+ = 87-89% B = 84-86% B- = 80-83%

C+ = 77-79% C = 74-76% C- = 70-73%

D+ = 67-69% D = 64-66% D- = 60-63%

**The Honor Code**

The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, has governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information about the Honor Code and your obligations as a Carolina student, see http://instrument.unc.edu/. The Honor Code is always in effect inside and outside of the classroom.

**General Policies & Other Information**

* Please silence all cell phones and other messaging devices during class
* You can use your laptops for note taking and quick lookups of relevant information to class. Excessive searching, messaging, or typing is distracting to other students.
* You may contact me by my phone or email. In general, I prefer email.

**Sakai**

Class documents and individual project instruction will be posted on Sakai. If you have any problems to use Sakai, please email me and I will forward the documents and brief to you.

**ACEJMC core value**

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 and be able to:

* Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

**Competency**

Units requesting evaluation of a graduate program must also demonstrate how their master’s graduates attain this additional core competency:

* Contribute to knowledge appropriate to the communications professions in which they work.

**Schedule**

|  |  |  |
| --- | --- | --- |
| **Date** | **In-Class Topics** | **Assignment for Next Class** |
| 8/20 | * Introduction * Syllabus review * Media planning overview | * Read Chapter 5 & 6 |
| 8/27 | * Basic concepts of media planning | * Read Chapter 4, 7 & 9 |
| 9/3 | * Media math * Media effectiveness | * Read Chapter 10 & 11 |
| 9/10 | * Target audience * Geography * 1st project Q&A | * Read Chapter 15 & 16 * *1st project submission (9/17)* |
| 9/17 | * Traditional media   (4 major + OOH)   * Internet marketing | * Read Chapter 14 |
| 9/24 | * 1st Project discussion – target * IMC strategy | * Read Chapter 16 &17 |
| 10/1 | * Social media (guest lecture) * Exam review | * Prepare for exam |
| 10/8 | **1st Exam** | * Read Chapter 18 |
| 10/15 | **FALL BREAK** | |
| 10/22 | * Strategic Media plan * 2nd project Q&A | * Group project check-in * *2nd Project submission*   *(10/29)* |
| 10/29 | * Group project Check-in | * Read Chapter 19 & 24 |
| 11/5 | * 2nd project discussion   – media report   * Media buying | * Read Chapter 22,23, & 25 |
| 11/12 | * Internet & guerrilla marketing * The future of media * Exam review | * Read Chapter 11 * Prepare for exam |
| 11/19 | **2nd Exam** |  |
| 11/26 | **THANKSGIVING** | |
| 12/3 | Final Group Project presentation (Group 1,2, & 3) | |
| 12/10 | Final Group Project presentation (Group 4,5, & 6) | |