

MEJO 372 – Media Planning

M,W 5:00pm - 6:15pm

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What this course is about

We are all media experts in complete control of our media “cloud.” As marketers, we seek to penetrate that cloud to make meaningful connections with our consumers. But as consumers we are increasingly saying, “not so fast.”

As advertising professionals, we all must be media aware. Gone are the days when you can walk in with your storyboard and sell your campaign. The medium now really is the message.

This course is designed to give you the basics of media strategy and analysis. Whether you’re destined to be a great Creative Director or you will create the next big media startup, you will gain valuable insights into how to craft an engaging communications plan.

Media planning as a profession is an exciting one as you sit on the cutting edge of social, cultural and consumer trends. Media is also fun as your clients are well versed in their own media consumption habits and are very engaged in the expertise that you bring to the table. But most of all, media is tremendously challenging as everyone thinks they “know” and it’s constantly changing. Media planning is no longer about figuring out how to place the right message at the right time to the right consumer. Media, or Communications Planning, as it is increasingly known, is about creating a dialogue; having a conversation with your consumer.

Believe it or not you never see an ad by accident. This course will take you behind the scenes of how and why to place your message in the various media in order to create the most effective, engaging communications campaigns. We will explore how and why the definition of media is changing, learn how to understand the changes and gain valuable tools to get behind the numbers and understand the why behind the what.

Texts & Materials

This course uses Media Planning Essentials, a digital textbook that can be accessed at <http://library.stukent.com>. The chapters will be accompanied by quizzes that will test your understanding. I apologize that it’s sooo expensive but it’s the only media planning text that’s “digital-first” that I could find.

Learning Outcomes

1. Make sense of the evolution of the new digital landscape and its impact on the new consumer purchase decision journey along with an understanding of how communications planning differs from the traditional view of media planning.
2. Apply media theory to the quantification of audiences both through the analysis of traditional reach, frequency and Gross Rating Points as well as understand how to create meaningful audience definitions to inform programmatic buying tools (DSPs, SSPs and DMPs*).
3. Identify the various media measurement tools and select the appropriate tool to target audience analysis including MRI, Simmons, ComSCORE and Nielsen Cross Platform measurement.
4. Explain how the various media touch points are bought and sold in both the traditional and digital media landscape.
5. Create effective media strategies to efficiently reach the target audience. These strategies are developed by incorporating media theory basics, campaign strategy mandates and applying assessment tools such as CPM, CPC, CPA and/or CPE**.
6. Apply the above to the development of effective integrated paid, owned and earned communications plans that truly enable two-way dialogues between consumers and brands.

Grading Rubric

The assessment and grading system is intended to reflect student learning and performance. This class, and media planning in general, is group-based. Thus, that will influence this rubric.

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|---------------------------------------|-----|
| • Participation in readings and class | 20% |
| • Completion of Quizzes (not graded) | 20% |
| • Final Project | 40% |
| • Final Exam | 20% |

Grading Percentages

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
B = 84-86.99%
C = 74-76.99%
D = 60-66.99%

A- = 90-92.99%
B- = 80-83.99%
C- = 70-73.99%

B+ = 87-89.99%
C+ = 77-79.99%
D+ = 67-69.99%

Quizzes

Every reading assignment from the textbook has an accompanying quiz. Try to complete the quiz before class begins on the day the reading assignment is due. However, if you cannot, just do it the week that we talked about each subject.

Final Project

Each group will present your project to the class on Wednesday, November 29th. You will also turn in a written group report on your project on that day.

Exam

There will only be one exam that will serve as a final course exam. On Monday, December 4th, we will have a class review of what will be tested on the final exam. But, 100% of the material will come from the text and quizzes. 100%.

Course Schedule

(anticipated but subject to change - do not panic or be concerned with class scheduling details. Just come to class and you will be both informed and on-schedule!)* ** *

Date	Topics	Reading
Class One	Introduction to Media/ Communications Planning	MPE Chapter 1: Introduction
Class Two	Topline view of the overall Communications Planning Process	MPE Chapter 2: Comms Process Overview
Class Three	The Evolution to the Consumer Decision Journey	MPE Chapter 3: The Consumer Decision Journey
Class Four	The Fundamentals of Marketing	MPE Chapter 4: Media's Role in the Marketing Mix
Class Five	Understanding Barriers & Drivers	Case Study Introduction
Class Six	Defining Target Audiences	MPE Chapter 5: Understanding Target Audiences
Class Seven	Measuring Target Audiences	Target Audience Case Study
Class Eight	Translating Marketing Strategies to Comms Objectives	MPE Chapter 6: Setting Campaign Objectives
Class Nine	Media Effectiveness: Reach, Frequency & GRPs	MPE Chapter 7: Media Planning Basics
Class Ten	Media Theories & Efficiencies: CPX	MPE Chapter 7: Media Planning Basics
Class Eleven		
Class Twelve	Media Touchpoints: The Television Marketplace	MPE Chapter 8: Offline Media
Class Thirteen	Media Touchpoints: Display, OOH & Audio	MPE Chapter 8: Offline Media
Class Fourteen	Media Touchpoints: How Digital is different	MPE Chapter 9: Online Media
Class Fifteen	Media Touchpoints: Online Video	MPE Chapter 9: Online Media
Class Sixteen	Media Touchpoints - Online Display: Banner & Search	MPE Chapter 9: Online Media
Class Seventeen	Media Touchpoints - Social	MPE Chapter 9: Online Media
Class Eighteen	Media Touchpoints - Mobile	MPE Chapter 10: Mobile
Class Nineteen	The Development of Strategy	MPE Chapter 11: The Strategy
Class Twenty	Role of Communications	MPE Chapter 12: Role of Communications
Class Twenty-one	Channel Selection/ Case Study	MPE Chapter 13: Channel Selection/ Case Study
Class Twenty-two	Integrated Communications Plans	MPE Chapter 14: Paid, Owned & Earned
Class Twenty-three	In-class Meetings on Final Projects	
Class Twenty-four	Measurement and Metrics	MPE Chapter 15: Measurement & Metrics
Class Twenty-five	Crafting Your Persuasive Recommendation	MPE Chapter 16: Writing a Successful Recommendation
Class Twenty-six	Final Presentations	
Class Twenty-seven	Final Exam Review	

*****This schedule will serve only as a general "guide" for the course but we will certainly accelerate segments of the course and we will also have in-class time to work on the projects.**

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the University honor system <http://honor.unc.edu>. All academic work should be done with the high levels of honesty and integrity that this University demands.

You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney or the Dean of Students.

Seeking Help

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

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. 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.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need information about disabilities, visit the Accessibility Services website at <https://accessibility.unc.edu/>

ACCREDITATION

The UNC School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.