



About Languages Coding Resources
Programming Skills For Researchers

JOMC 272.001

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.

Email joe.bob.hester@unc.edu

Twitter [@joebobhester](https://twitter.com/joebobhester)
(Please use the #J272_1 hashtag.)

Facebook [joebobhester](https://www.facebook.com/joebobhester)

LinkedIn [joebobhester](https://www.linkedin.com/in/joebobhester)

Materials

The required textbook for this course is Media Planning &
Buying in the 21st Century by Ronald D. Geskey (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.

It is also the responsibility of the student to make the instructor aware of any problem that may affect the student's successful completion of the course. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible so that the necessary accommodations may be made.

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.

Tentative Schedule

Week 1

Wednesday, August 20
Introduction to the course.

Week 2

Monday, August 25
Before class, please read
Chapter 1: Welcome to the Future
Chapter 2: The Business of Media
Chapter 3: The Revolution

Quiz 01 data
Homework 01 | Homework 01 data

Wednesday, August 27
Before class, please read Chapter 4: Media Math

Data for in-class exercise
Homework 02 (due Sept. 3)
Homework 02 data (.xls)

Week 3

Monday, September 1
Labor Day Holiday

Wednesday, September 3
Before class, please read Chapter 5: Audience Concepts
Table for in-class assignment

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

How to Read an Internet Reporter Report.

Homework 03 (due Sept. 8)

Week 4

Monday, September 8
Before class, please read Chapter 6: Media Costs

Homework 04 (due Sept. 10)

Wednesday, September 10
Before class, please read Chapter 7: Media Impact

Homework 04 Spreadsheet

JOMC 272 Exam 1 Review Request

Next week's review will be based in part on the topics requested by class members. Please complete this form by 5:00 p.m. on Friday, September 12, 2014.

*** Required**

What is the ONE area in the material covered for Exam 1 that you would MOST like to be discussed in next week's review? *

Your LAST name *

Your FIRST name *

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Week 5

Monday, September 15

Exam Review

Virtual Exam Review

Wednesday, September 17

EXAM I

Week 6

Monday, September 22

Before class, please

Read Chapter 8: Media in Marketing

Skim Chapter 18: Strategic Media Plan

WUZZITS: Homework 01 | data

Wednesday, September 24

Before class, please read Chapter 9: How Do Media
Work?

Be prepared to discuss the advantages and disadvantages
of each media model presented in the chapter.

Week 7

Monday, September 29

Before class, please read Chapter 10: Target Audience

WUZZITS: Homework 02 | data

Wednesday, October 1

Before class, please read Chapter 11: Geographic
Problems & Opportunities

Geography data

WUZZITS: Homework 03 | data

Week 8

Monday, October 6

Before class, please read Chapter 12: Timing &
Scheduling

WUZZITS: Exercise 04 | data

Wednesday, October 8

Before class, please read Chapter 13: A Budget to Grow
By

WUZZITS: Exercise 05 | data

Week 9

Monday, October 13

Before class, please read
Chapter 14: The Tools of IMC
Chapter 15: Traditional Media

Wednesday, October 15

Before class, please read Chapter 16: Internet Marketing

Special Online Session

Week 10

Monday, October 20

Before class, please read Chapter 17: Social Media

Wednesday, October 22

Before class, please read Chapter 18: Strategic Media
Plan

Week 11

Monday, October 27

EXAM II

Wednesday, October 29

Before class, please read
Chapter 19: Media Negotiations
Chapter 20: Broadcast Media Buying

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

Network TV Buy

Week 12

Monday, November 3

Before class, please read Chapter 21: Buying Print Media

N&O Rates | Wired Media Kit

Wednesday, November 5

Before class, please read Chapter 22: Buying Internet
Advertising

Wired Tablet | Wired Web

Week 13

Monday, November 10

Before class, please read Chapter 23: Guerrilla Media
Buying

Programmatic

Wednesday, November 12

Group Project

Week 14: Project Presentations

Monday, November 17

Presentation Practice

Wednesday, November 19

Schedule of presentations to come

Week 15

Monday, November 24

Before class, please read Chapter 24: Media Sales

In-class sales exercise

Wednesday, November 26

No Class Meeting - THANKSGIVING RECESS

Week 16

Monday, December 1

Before class, please read Chapter 25: The Future

Wednesday, December 3

Before class, please read "TV Is Dying, And Here Are The
Stats That Prove It"

Course Recap & Review

Course Evaluation Form

**Final Exam: Friday, December 12,
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. 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 Keyners freebie template. It's a responsive page coded in HTML5, CSS3 with a jQuery plugin and based on Skeleton grid.

Social



Get in touch

coding2day@gmail.com