

ADVERTISING MEDIA

Description / Prerequisites / Meeting Times & Location

[UNC Catalog](#) description: The media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; computer analysis.

Previously offered as MEJO 272.

Enrollment Requirements: Prerequisite, MEJO 137.

This course section **meets virtually** (through Zoom) 1:15-2:30 p.m. on Mondays and Wednesdays.

Instructor Contact Information & Office Hours

Joe Bob Hester, Ph.D

Associate Professor

Virtual (Zoom) office hours are 3:00-4:00 p.m. on Monday and Wednesday 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 #MEJO372 hashtag.)

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

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

Required & Suggested Materials



The primary resource for this course is The AdTech Book (available free online at <https://adtechbook.clearcode.cc/>).

The material in this book will be supplemented by video from The Trade Desk Edge Academy (<https://www.thetradedesk.com/edgeacademy>).

Additional readings and other materials from a variety of sources will be provided electronically via the UNC library system or provided by your instructor through Sakai.

We will also use spreadsheets (Excel) extensively in this course.

Course Objectives

By the end of the course you should have greater knowledge and understanding of both traditional and digital media planning and buying, which will be useful to you not only as a media planner, buyer, or sales representative, but also as an account manager, strategist, brand manager, or in any other related career.

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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 formula;
- understand the role of computers in media planning/buying, with a particular emphasis on programmatic advertising and advertising technology;
- be able to use computer databases/software to analyze and solve media problems;
- understand the relationship and importance of media planning/buying to marketing and advertising;
- be knowledgeable of current issues in media;
- 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;

Course Format

Regardless of the area of advertising you choose as a career, an understanding of the role of media in advertising is essential. 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.

Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes.

NOTE: This course requires extensive time and effort outside of the classroom. On average, you should plan on at least 6-10 hours per week.

Assignments / Determination of Grade

Primary assignments are graded in-class exercises, homework exercises, and in-class quizzes. There is also a group project, which includes a peer evaluation component. Assignments contribute to your final grade as follows:

10 in-class exercises (20%)

10 in-class quizzes (20%)

4 homework assignments (40%)

1 group project and presentation (20%)

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The group project serves in lieu of a traditional final exam and is due by 5:00 p.m. on Friday, November 13, 2020. During the final exam period (12:00-3:00 p.m. on Friday, November 20) we will meet for a review/critique of the projects. There are no extra credit projects available in this course.

Course grades are assigned using the University of North Carolina Grading System based on the following percentage scales.

Minimum Score	Letter Grade	Minimum Score	Letter Grade
93.0%	A	77.0%	C+
90.0%	A-	73.0%	C
87.0%	B+	70.0%	C-
83.0%	B	67.0%	D+
80.0%	B-	60.0%	D

NOTE: Percentage score of less than 60.0% = F

Attendance & Participation

This course operates under the University of North Carolina Class Attendance Policy. Regular class attendance is a student obligation, and there is no such thing as an “acceptable” number of absences. Each student is responsible for all the work, including quizzes and written work, of all class meetings. Make-up opportunities for homework, quizzes, or in-class exercises are **only** available for **excused** absences.

Students are responsible for regular and punctual class attendance and should be logged in before the start of class. 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 class meetings.

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Honor Code

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 contact the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help

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.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 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 the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at <http://disabilityservices.unc.edu/>

Accreditation

The School of Journalism and Mass Communication'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>

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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 following:

- 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.

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Tentative Schedule of Topics

(a more comprehensive version is available on the course Sakai site)

- 📁 [Week 01 \(Monday, August 10 & Wednesday, August 12\)](#)
The Advertising Media Ecosystem (brands/media/agencies)
- 📁 [Week 02 \(Monday, August 17 & Wednesday, August 19\)](#)
Media Channels (Traditional + Digital)
- 📁 [Week 03 \(Monday, August 24 & Wednesday, August 26\)](#)
Computers in Media Planning/Buying: AdTech
- 📁 [Week 04 \(Monday, August 31 & Wednesday, September 2\)](#)
Targeting Techniques/Considerations
- 📁 [Week 05 \(Wednesday, September 9 only\)](#)
Digital Ad Serving

Homework Exercise 1 due by 5:00 p.m. on Friday, September 11

- 📁 [Week 06 \(Monday, September 14 & Wednesday, September 16\)](#)
Impressions, Clicks, and Conversions
- 📁 [Week 07 \(Monday, September 21 & Wednesday, September 23\)](#)
Media Buying Methods

Homework exercise 2 due by 5:00 p.m. on Friday, September 25

- 📁 [Week 08 \(Monday, September 28 & Wednesday, September 30\)](#)
User Identification

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Tentative Schedule of Topics - continued

(a more comprehensive version is available on the course Sakai site)

➤ [Week 09 \(Monday, October 5 & Wednesday, October 7\)](#)

Data Management

Homework exercise 3 due by 5:00 p.m. on Friday, October 9

➤ [Week 10 \(Monday, October 12 & Wednesday, October 14\)](#)

Attribution

➤ [Week 11 \(Monday, October 19 & Wednesday, October 21\)](#)

Ad Fraud

Homework exercise 4 due by 5:00 p.m. on Friday, October 23

➤ [Week 12 \(Monday, October 26 & Wednesday, October 28\)](#)

User Privacy | Team Meetings

➤ [Week 13 \(Monday, November 2 & Wednesday, November 4\)](#)

Team Meetings

➤ [Week 14 \(Monday, November 9 & Wednesday, November 11\)](#)

Team Meetings

Assignment: Group Project & Presentation due by 5:00 p.m. on Friday, November 13

➤ [Week 15 \(Monday, November 16 only\)](#)

How to Get a Media Job

Project Review/Critique - during final exam period (12:00-3:00 p.m. on Friday, November 20)