

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 in person** 12:30-1:45 p.m. on Mondays and Wednesdays in Carroll 128.

Instructor Contact Information & Student Hours

Joe Bob Hester, Ph.D

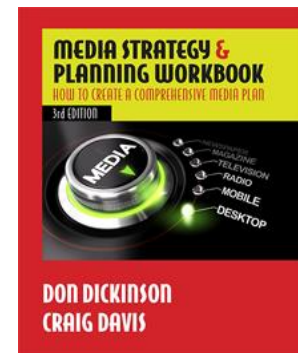
Associate Professor

Student hours are 3:00-4:00 p.m. on Monday and Wednesday in my office (233 Carroll Hall) or by appointment at other times (virtually). 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

Required & Suggested Materials

The required textbook for this course is *Media Strategy & Planning Workbook: How to Create a Comprehensive Media Plan* (2021, Third Edition), by Don Dickinson and Craig Davis. It is available in both print and [eBook](#) (recommended) editions.



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

We will also use spreadsheets (Excel) extensively in this course. You should always bring your laptop to class.

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.

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;

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- 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 on Sakai for review purposes. <https://unc.zoom.us/j/94702020934>

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:

In-class quizzes/exercises (20%)

Homework exercises (20%)

Team project #1 (30%)

Team project #2 (30%)

Team project #2 serves in lieu of a traditional final exam and is due by 5:00 p.m. on Wednesday, December 1, 2021. During the final exam period (12:00-3:00 p.m. on Monday, December 6) we will meet for a review/critique of the project. There are no extra credit projects available in this course.

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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

University Policy: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

Class Policy: Each student is responsible for all the work, including tests and written work, of all class meetings. Late submissions or make-up opportunities for assignments are only available for excused absences. For situations when an absence is not University approved (e.g., a job interview or club activity), I will excuse the absence if notified at least 48 hours in advance.

Students are responsible for regular and punctual class attendance and should be in their seats 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 arrival to class.

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Please communicate with me early about potential absences. Please be aware that you are bound by the [Honor Code](#) when making a request for a University approved absence.

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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Syllabus Changes

I reserve the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

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.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

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Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsoc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

Diversity Statement

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

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Mask Use

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](#). At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

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>

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 several 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 CLASS MEETINGS/ASSIGNMENTS

Week 00 - Introduction to the course

For this week, please read:

- the course syllabus in the "Start Here" section of Sakai

Wednesday, August 18, 2021

- Getting to know the course and each other
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Week 01 - The world of paid media

For this week, please read:

- Chapter 1. Welcome to the Media Side of Advertising
- Chapter 11. The Paid Media Campaign Process Start to Finish

Monday, August 23, 2021

- Media planners / buyers

Wednesday, August 25, 2021

- The paid media campaign process
 - Initial team meetings
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Week 02 - Marketing, advertising, and media objectives

For this week, please read:

- Chapter 2. The Unique Nature of Media Objectives

Monday, August 30, 2021

- Business, marketing, advertising, and media objectives

Wednesday, September 1, 2021

- Business, marketing, advertising, and media objectives (continued)
- Team meetings

Team Project 1 - Part 1 is due no later than 5:00 p.m. on Friday, September 3.

Week 03 - Audiences

For this week, please read:

- Chapter 3. The Right Audience: The First of the Five Rights

Monday, September 6, 2021 - Labor Day (no class meeting)

Wednesday, September 8, 2021

- Audience profiling - part 1
 - Team meetings
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Week 04 - Audiences (continued)

For this week, please review:

- Chapter 3. The Right Audience: The First of the Five Rights

Monday, September 13, 2021

- Audience profiling - part 2

Wednesday, September 15, 2021

- Audience profiling - part 3
- Team meetings

Team Project 1 - Part 2 is due no later than 5:00 p.m. on Friday, September 17.

Week 05 - The media mix

For this week, please read:

- Chapter 4. The Right Media Mix: The Second of the Five Rights

Monday, September 20, 2021

- MRI | Simmons Insights

Wednesday, September 22, 2021

- More MRI | Simmons Insights
 - Team meetings
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Week 06 - How much exposure is enough?

For this week, please read:

- Chapter 5. The Right Exposure Level: The Third of the Five Rights

Monday, September 27, 2021

- Reach & frequency

Wednesday, September 29, 2021

- More reach & frequency
- Team meetings

Team Project 1 - Part 3 is due no later than 5:00 p.m. on Friday, October 1.

Week 07 - The importance of timing

For this week, please read:

- Chapter 6. The Right Timing: The Fourth of the Five Rights

Monday, October 4, 2021

- Seasonality

Wednesday, October 6, 2021

- Scheduling
 - Team meetings
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Week 08 - Media budgets and costs

For this week, please read:

- Chapter 7. The Right Cost: The Fifth of the Five Rights

Monday, October 11, 2021

- Setting the budget

Wednesday, October 13, 2021

- Cost efficiency
- Team meetings

Team Project 1 - Part 4 is due no later than 5:00 p.m. on Friday, October 14.

Week 09 - The business of media

For this week, please read:

- Chapter 8. The Business Side of the Paid Media Business

Monday, October 18, 2021

- The media as businesses

Wednesday, October 20, 2021

- Programmatic
 - Team meetings
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Week 10 - Negotiation

For this week, please read:

- Chapter 9. Negotiation in the Media World

Monday, October 25, 2021

- Buyers & sellers
- Team meetings

Wednesday, October 27, 2021

- Team meetings

Team Project 1 - Part 5 is due no later than 5:00 p.m. on Friday, October 29.

Week 11 - Media evaluation and ROAS

For this week, please read:

- Chapter 10. The Return on Ad Spending (ROAS)

Monday, November 1, 2021

- The importance of measurement/evaluation

Wednesday, November 3, 2021

- Team meetings
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Week 12 - Legal/ethical issues

For this week, please read:

- Chapter 12. Legal and Ethical Issues in Advertising and Media Planning

Monday, November 8, 2021

- Legal/ethical issues
- Team meetings

Wednesday, November 10, 2021

- Team meetings

Team Project 1 - Part 6 is due no later than 5:00 p.m. on Friday, November 12.

Week 13 - Team Project 2: National campaign planning exercise

Monday, November 15, 2021

- Client briefing
- Team meetings

Wednesday, November 17, 2021

- Team meetings
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Week 14 - Team Project 2: National campaign planning exercise (continued)

Monday, November 22, 2021

- Team meetings

Wednesday, November 24, 2021 - Thanksgiving Holiday (no class meeting)

Week 15 - Team Project 2: National campaign planning exercise (continued)

Monday, November 29, 2021

- Team meetings

Wednesday, December 1, 2021

- Team meetings

Team Project 2 is due no later than 5:00 p.m. on Wednesday, December 1.

Monday, December 6, 2021 @ noon: Final exam period