

**MEJO 372.001 Advertising Media, Fall 2022**  
**IN PERSON Monday & Wednesday 12:30-1:45pm, Carrol 128**

Instructor: Bridget Barrett  
Email: [bridgetbarrett@unc.edu](mailto:bridgetbarrett@unc.edu)

Student hours: Monday & Wednesday, 2-3pm  
In Carrol Hall room 365 and on zoom  
<https://unc.zoom.us/j/4722965663>

### **Required Materials**

- Media Strategy & Planning Workbook: How to Create a Comprehensive Media Plan. Third Edition. Don Dickinson and Craig Davis. Melvin & Leigh Publishers. 2021.  
Available at the Student Stores bookstore and online.
- [The AdTech Book](#) by Clearcode. Available for free online.
- Laptop
- Microsoft Office Excel
- LinkedIn Learning account (<https://software.sites.unc.edu/linkedin/>)
- 100 3x5 note cards
- A Poll Everywhere account ([poll.unc.edu](http://poll.unc.edu))

### **Course Description**

This course will introduce you to the principles of media planning and buying with a focus on digital media. Broadly, the objective of this course is for you to better understand how media planning and buying are currently practiced, and to make you aware of the controversies and challenges that advertisers face.

By the end of the course, you will:

- Understand common metrics of media measurement.
- Be able to use common metrics of media measurement to evaluate advertising campaign performance.
- Be able to translate business goals into media objectives and be able to translate media objectives into a media plan.
- Know current controversies in digital media buying and be able to explain their relevance to the greater online media ecosystem.
- Use Microsoft Office Excel to solve common math and organizational problems.

### **About me**

I am a doctoral student here in the Hussman school, and I study digital political advertising. I am interested in the ways that commercial advertising technologies and practices are used in politics. I'm currently conducting research on the political merchandizing industry, including how such products are advertised online.

Prior to graduate school, I worked in digital advertising agencies based out of Chicago and Los Angeles. I specialized in programmatic media buying and worked across many verticals, including fast-casual dining, consumer packaged goods, and live events.

### **Student hours and asking for help**

For two hours each week (specified at the top of this syllabus) I will be in my office prepared to answer questions and help you with any challenges you have with the course material. I strongly encourage you to come and introduce yourself to me during these hours at the beginning of the semester. If you need help or have questions and are not available during that time, that is fine! Please reach out to me to schedule a time to meet.

### **Assignments and grading policies**

<b>Percentage</b>	<b>Assignment</b>
20%	Attendance and participation
20%	Group excel exercise
30%	Quizzes (6)
30%	Group media plan & presentation

Grading rubrics for each assignment will be specified later in the semester. Course grades are assigned using the UNC grading system's percentage scales:

<b>Minimum Score</b>	<b>Letter Grade</b>	<b>Minimum Score</b>	<b>Letter Grade</b>
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

### **Due dates**

If you realize that you will not be able to complete an assignment by its due date for a reason outside of your control, please let me know as soon as possible. Otherwise, your grade on an assignment will be cut 10% for each day late.

### **Attendance and participation**

You are expected to be in class, in person, on time, and engaged. Zoom will be available for when you have a legitimate reason that you cannot attend class in person. Attending on Zoom without notice or explanation will adversely affect your participation grade. Many assignments, exercises, and quizzes require you to be in class to complete them. Some quiz material may only be covered in class.

That said, you will not be penalized for your first two absences. Additional absences will result in a lower attendance and participation grade, unless you speak with me beforehand (see Make-up policy).

### **Quizzes**

There will be in-class quizzes throughout the semester. These begin as low-stakes quizzes; there will be more questions than there are points so getting a few questions wrong will not result in any grade penalty. As we get further along in the course, this scaffolding will be phased out. Questions will include multiple choice, true or false, and short answer. Quiz days are marked on the syllabus—they are not “surprise” or “pop” quizzes—but the dates are subject to change if we fall behind or cover material quicker than expected.

### **Group excel exercise**

During the semester we will have two weeks for learning media buying related skills in Microsoft Office Excel. The second week we will cover four advanced functions and tools. You will be expected to learn one of these in-depth and explain it to a group. Your group will be graded on an excel document that successfully uses all four excel tools and functions and an accompanying word document. More information on this assignment will be given out later.

### **Media plan & presentation**

At the end of the semester, you and your group will present an in-depth media plan to me. You will be working on this media plan together for the second half of the semester. This presentation should be styled as if you were presenting to a client. More details on this assignment will be given out in the second half of the semester.

### **Make-up policies**

No make-up opportunities will be offered except for in extenuating circumstances. It is your responsibility to tell me about any personal emergency that may affect your performance in this class. In the case of a personal emergency or other extenuating circumstances that may cause you to miss class or be unable to complete assignments on time, please contact me as soon as possible.

### **Other course and University policies**

**Extra credit opportunities are not planned for in this course. Do not plan on having any extra credit opportunities to make up low grades.**

### **Honor code**

Like all courses at this university, you are expected to follow the honor code. More information can be found here: <http://honor.unc.edu>.

### **Special accommodations**

I encourage you to seek accommodations for any reason that makes it difficult for you to attend or participate in this course. Please let me know what you need as soon as possible, or visit the Department of Disability Services website: <http://disabilityservices.unc.edu/>

## Diversity

UNC is committed to providing an inclusive environment for all students and members of the community, as an I. For more information on policies Prohibiting Harassment and Discrimination visit: <http://www.unc.edu/ugradbulletin/>

Week	Date	
<b>1</b> <b>Welcome!</b>	<b>Mon Aug. 15</b>	Read the syllabus
	<b>Wed Aug. 17</b>	Read: Dickinson & Davis Ch. 1: Welcome to the media Side of Advertising  Basic math skills exercise
<b>2</b> <b>What is media buying?</b>	<b>Mon Aug 22</b>	Read: Dickinson & Davis Ch. 11: The Paid Media Campaign Process from Start to Finish  Quiz 1
	<b>Wed Aug 24</b>	Read: Dickinson & Davis Ch. 2: The Unique Nature of Media Objectives  Defining objectives activity
<b>3</b> <b>Audiences</b>	<b>Mon Aug 29</b>	Read: Dickinson & Davis Ch. 3: The Right Audience <a href="#">One Nation, Tracked</a>  Quiz 2
	<b>Wed Aug 31</b>	Read: Making the Mass White, by Marcel Rosa Salas Watch and read: MRI   Simmons videos and materials, on sakai  MRI Simmons activity
<b>4</b> <b>Audiences cont.</b>	<b>Mon Sept 5</b>	<b>LABOR DAY, NO CLASS</b>
	<b>Wed Sept 7</b>	Read: Dickinson & Davis Ch. 4: The Right Media Mix  Presenting media mix to clients activity
<b>5</b>	<b>Mon Sept 12</b>	Watch LinkedIn Learning videos, on sakai

<b>Building your toolkit: excel basics</b>		Excel practice activities
	<b>Wed Sept 14</b>	Watch LinkedIn Learning videos, on sakai. Excel practice activities Quiz 3
<b>6 Exposure</b>	<b>Sept 19</b>	Read: Dickinson & Davis Ch. 5: The Right Exposure Quiz 4
	<b>Sept 21</b>	Read: Final project assignment description Introduce final project, first team meetings
<b>7 Timing and cost</b>	<b>Sept 26</b>	Read: Dickinson & Davis Ch. 6: The Right Timing The Panoptic Sort Q&A with Oscar Gandy Mid-semester feedback for Bridget
	<b>Sept 28</b>	Read: Dickinson & Davis Ch. 7: The Right cost Review: glad's Social Media Safety Index Quiz 5
<b>8 Programmatic</b>	<b>Oct 3</b>	Read: Adtech Book Ch. 1& 2 Class activity TBA
	<b>Oct 5</b>	Read: Adtech Book Ch. 3, The History of Digital Advertising Technology Read: Adtech Book Ch. 7, Ad Targeting and Budget Control. Client negotiation exercise prep
<b>9 Negotiation</b>	<b>Oct 10</b>	Read: Dickinson & Davis Ch. 8: Negotiations in the Media World Client negotiation exercise
	<b>Oct 12</b>	<b>UNIVERSITY DAY, NO CLASS</b>
<b>10</b>	<b>Oct 17</b>	Watch and read: LinkedIn Learning videos

<b>Building your toolkit: advanced excel</b>		Group excel project.
	<b>Oct 19</b>	Watch and read: LinkedIn Learning videos  Group excel project, <b>DUE FRIDAY OCT 21 5PM</b>
<b>11 Attribution</b>	<b>Oct 24</b>	Read: Dickinson & Davis Ch. 10: ROAS <a href="#">Foursquare Location Data Finds New Uses in Advertising Based on Performance</a>  Digital media plan exercise
	<b>Oct 26</b>	Read: Adtech Book Ch. 12, Attribution  Digital media plan exercise 2
<b>12 Catch up week</b>	<b>Oct 31</b>	HALLOWEEN, COSTUMES ENCOURAGED  Team meetings and group work
	<b>Nov 2</b>	Open day, catch up on missed material or group work
<b>13 Controversies</b>	<b>Nov 7</b>	Read: Dickinson & Davis Ch. 12, Legal and Ethical Issues in Advertising and Media Planning <a href="#">Advertising on Facebook: transparency, but not transparent enough</a>
	<b>Nov 9</b>	Read: <a href="#">How Your Phone Betrays Democracy</a>  <a href="#">Publishers complain about media buyers blacklisting coronavirus content</a>
<b>14 Business</b>	<b>Nov 14</b>	Read: Dickinson & Davis Chapter 8, “The Business Side of the Paid Media Business” <a href="#">Publishers only receive half of an ad spend</a>  Quiz 6
	<b>Nov 16</b>	Group work
<b>15</b>	<b>Nov 21</b>	Group meetings with Bridget

<b>Final project work</b>	<b>Nov 23</b>	<b>THANKSGIVING RECESS, NO CLASS</b>
<b>16 Final project work</b>	<b>Nov 28</b>	Group work
	<b>Nov 30</b>	<b>LAST DAY OF CLASSES</b> Group work
<b>Final presentations</b>	<b>December 5<sup>th</sup>, 12:00pm</b>	<b>MEDIA PLAN DUE DECEMBER 4th, 12:00PM</b> Final presentations