

## MEJO 372.001: Media Advertising and Public Relations Research Methods

In-person course: M/W, 3:30-4:45 p.m.

Carroll Hall, Room 58

**Course Description:** This course reviews the media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; computer analysis.

**Instructor:** Jennifer L. Harker, Ph.D. | Email: [jlharker@unc.edu](mailto:jlharker@unc.edu)

**Course Site:** Our course is located on UNC-CH [Canvas](#) (not Sakai).

**Office Hours:** I am available to meet in my Zoom Room at any pre-arranged time: <https://unc.zoom.us/j/5456395585>. Please [email](#) me to request a meeting. Also, I will hold regular group check-ins, which will be held either in class or in this Zoom classroom.

**Course prerequisite:** You must have passed MEJO 137 Principles of Ad/PR to take this course.

### Course objectives

After the student has completed this course, they should be able to:

- Explore, define, and apply basic media planning and buying concepts.
- Understand and compute major media planning/buying formulas.
- Use computer databases and software to analyze media problems to aid planning.
- Understand the relationship between and importance of media planning and buying to marketing and advertising in today's networked world.
- Be knowledgeable of current issues in media, including how social media platforms have been (re)shaping media planning and buying.
- Analyze an advertising/marketing situation, apply creative problem-solving, and develop effective media strategies.
- Apply concepts to real-world situations/scenarios and understand the variability necessary to integrate media objectives and strategies across media channels.
- Understand the career opportunities available in media planning/buying.

**Textbook:** Dickinson, D. & Davis, C. (2021). *Media Strategy & Planning Workbook: How to Create a Comprehensive Media Plan*, 3rd edition. ISBN: 978-1-73393447-3.

*Additional readings will be made available on our Canvas Course Site.*

**Course meetings on Zoom when necessary:** I might occasionally hold a class meeting via Zoom instead of in person. You will be notified via email in advance should this occur. Reasons for holding class via Zoom may include inclement weather, travel, or illness. No in-person class meetings will be broadcast, however. I do not give consent for you to record any of my lectures or publicly share them.

**Course communication:** Please feel free to reach out to me anytime via email with questions regarding the course. Please allow for up to a 24-hour time period for me to reply. I reserve the right to not reply on university-recognized holidays. Please plan accordingly. I will communicate in advance any changes to

our schedule or any adjustments to assignments via Canvas, email, and/or in class. If you miss any course meetings, make certain to check with your classmates or group members to inquire about what you need to know. I will not provide any retrospective reports of our course meetings.

**ACEJMC core competencies:** The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that irrespective of their specialization, all graduates should be aware of certain core values and competencies. This course is particularly relevant to the following competencies:

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- Effectively and correctly apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

The full list of ACEJMC core competencies is available [here](#).

### **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).

If you need to miss class for any of these reasons, you may submit a request for a University Approved Absence at the [University Approved Absence Office](#).

*Class Policy* You will not be successful in this class without showing up and participating. Weekly lectures will inform your weekly reflection assignments, so you need to be present to know what to reflect upon. These reflections will demonstrate your ability to apply to the real world the major concepts and topics we discuss in class. Additionally, portions of your course grade depend on your contributions to group work. Please do not let down your group by not showing up and fully participating. If you are absent, it is important to communicate that absence with your group so you can coordinate any missed group work. In the professional world, there's no such thing as not attending a meeting or workday "just because." So, please treat attendance as a requirement (in line with the university policy above). That said, we all understand that life happens. Please watch the course schedule for important dates, exams, lectures, and presentations. If you miss those important dates/appearances, your absence, whether excused or not, could affect your grade. I will not "fill you in" on what we covered during your absence—excused or otherwise. Please plan accordingly.

**Participation and professionalism:** Please complete assigned readings before class and be ready to discuss. In the interest of hearing everyone's perspectives, I may call on individuals who do not regularly participate on their own. Please act professionally in the classroom by engaging in class discussions,

group meetings, presentations, and any interactions with industry professionals. If you show a consistent pattern of disengagement or lack of group participation, this will be addressed with verbal and/or written warning. Failure to improve will negatively influence your final grade. You are expected to act professionally at all times and be respectful to your classmates and professor. All interactions with your group members and any industry professionals with whom we interact should be handled professionally—at all times and in all ways.

**Presentations:** You will deliver several presentations in this course this semester—some individual and some group presentations. These are expected to be professional presentations and each will be important to your grade. More information will be shared regarding expectations but business casual dress and a practiced, timely delivery will be expected for each assignment. Please prepare accordingly.

## Course Schedule\*

Spring 2024

DATE	TOPIC	READINGS	ASSIGNMENT
<b>WEEK 1</b> Wed., Jan. 10	Course Overview  What is Advertising Media?  The Five Rights: #1 Right/Target Audience #2 Right Media Mix #3 Right Exposure Level #4 Right Timing #5 Right Cost	Syllabus  Read Chapter 1	#FDOC
<b>WEEK 2</b> <b>Mon., Jan. 15</b>	<b>No Class Meeting</b>	<b>No Class Meeting</b>	<b>HOLIDAY</b>
Wed., Jan. 17	#1 Right/Target Audience	Chapter 2	
<b>WEEK 3</b> Mon., Jan. 22	#1 Right/Target Audience	Chapter 3	Intro to <a href="#">Simmons Insights</a>
Wed., Jan. 24			Reflection #1 Due
<b>WEEK 4</b> Mon., Jan. 29	#1 Right/Target Audience	Chapter 3	
Wed., Jan. 31	DEIA in Advertising Media	Chapter 12	Reflection #2 Due
<b>WEEK 5</b> Mon., Feb. 5	#2 Right Media Mix	AI: <a href="#">Please read this important policy</a>	

Wed., Feb. 7 Sunday, Feb. 11		Chapter 4	Reflection #3 Due <b>SUPER BOWL SUNDAY</b>
<b>WEEK 6</b> Mon., Feb. 12 Wed., Feb. 14	No Class Meeting #3 Right Exposure Level	No Class Meeting Chapter 5	<b>WELLNESS DAY</b> Super Bowl Discussions
<b>WEEK 7</b> Mon., Feb. 19 Wed., Feb. 21	#3 Right Exposure Level	Chapter 5	<i>President's Day</i> Super Bowl Presentations Super Bowl Presentations Super Bowl Project Due
<b>WEEK 8</b> Mon., Feb. 26 Wed., Feb. 28	#3 Right Exposure Level Creative that Converts!	Chapter 10	Reflection #4 Due <i>LEAP YEAR DAY TOMORROW!!</i>
<b>WEEK 9</b> Mon., March 4 Wed., March 6	#4 Right Timing	Chapter 6	Reflection #5 Due
<b>WEEK 10</b> Mon., March 11 Wed., March 13	<b>SPRING BREAK</b> No Classes All Week	<b>SPRING BREAK</b> No Classes All Week	<i>Ramadan</i> <b>SPRING BREAK</b> No Classes All Week
<b>WEEK 11</b> Mon., March 18 Wed., March 20	#4 Right Timing The 6 Phases	Chapter 6 Chapter 11	Reflection #6 Due
<b>WEEK 12</b> Mon., March 25 Wed., March 27	#4 Right Timing	Chapter 6	<i>Holi</i> Midterm Presentations Midterm Presentations Midterm Project Due
<b>WEEK 13</b> Mon., April 1 Wed., April 3	Hussman Career Services #5 Right Cost	Hussman Career Services Chapter 7	Hussman Career Services
<b>WEEK 14</b> Mon., April 8	#5 Right Cost	Chapter 10	

Wed., April 10			Reflection #7 Due
<b>WEEK 15</b> Mon., April 15 Wed., April 17	#5 Right Cost	Chapter 8	Reflection #8 Due
<b>WEEK 16</b> Mon., April 22 Wed., April 24	Course Review, Group Meetings Final Presentations		<i>Passover</i> Final Group Presentations
<b>WEEK 16</b> Mon., April 29 Wed., May 1	Final Presentations <b>NO CLASS</b>	Final Presentations <b>NO CLASS</b>	Final Group Presentations #LDOC <b>NO CLASS ~ READING DAY</b>
<b>FINAL EXAM</b> Friday., May 3 @ 4 p.m.	Final Exam Meeting Held via Zoom Attendance <i>Mandatory</i>		Final Group Project Due

*\*Schedule is subject to change*

### Course Library Resources

The UNC-CH Park Library has so many resources for you! We will access our library's resources throughout the semester. Here is a list of some things to explore:

Review print and TV ads: <https://guides.lib.unc.edu/advertisements>  
 Advertising Rates & Media Ratings: <https://guides.lib.unc.edu/ad-Rates/Home>  
 Company & Industry Research: <https://guides.lib.unc.edu/mejo652/company>  
 Media Research: <https://guides.lib.unc.edu/mejo670#s-lg-box-13724302>

Some podcasts you may choose to listen to (this is not an endorsement of any kind): *ADWEEK podcast*; *The Speed of Culture*; *The Garage Podcast*; *TechMagic Podcast*; *Marketing Vanguard Podcast*.

Please read [AdAge](#), [ADWEEK](#), visit the [ANA website](#) to keep in touch on current events in media and social media, especially as it relates to advertising and marketing.

### Grading and Assignments

This class is structured in such a way that students will be aware of and discuss current trends and topics as they learn and apply key concepts in media planning and buying. You will write reflections, assess and describe current campaigns, interview professionals, and you will work as part of a team to develop a media plan. This course teaches you to think, write, and speak about the key concepts, allows for collaboration and group work, promotes group and individual accountability, and provides individual learning while offering real-world professional touchpoints. Presentations and reports will assess your ability to understand, apply, and explain course materials. As such, it is important you remain engaged the entire semester.

Grading rubrics and project requirements will be issued as each part of the overall assignment is assigned.

At the end of the semester, each group is required to present their media plan. This will count as your final presentation for this course. Your final project report will be turned in during our FINAL EXAM date and time: Friday, May 3, at 4 p.m. Your group's final media plan project report will include all of the major topics we learned about over the course of the semester, a synthesis of your individual assignments, and new or additional components. More details will be provided as finals week nears. We will meet for our final exam time via our Zoom classroom and not on campus/in person.

**Assignment Summaries:** *These are only summaries. All assignment instructions/details will be made available on our course Canvas site as each assignment nears.*

**Concept Reflections** (250 points): You will be required to submit five (5) reflections worth 50 points each that review and apply the concepts we learned about. Your key concepts will be reviewed in class. Attendance is important for these assignments. Make sure you show up so you know what to reflect upon. There will be eight (8) opportunities for these reports. Your five (5) best (meaning you have some wiggle room) will be graded for thoroughness and accuracy. Your reflections will define a concept and offer a real-world, current example of the concept. Full instructions will be provided on Canvas. We will use this approach instead of tests and quizzes to assess your understanding and your ability to apply the major concepts of this course. Reflections are typically due weekly on Fridays before midnight.

**Super Bowl Sunday project** (100 points): You will be required to watch the advertisements from/during the Super Bowl on Sunday, Feb. 11. The Super Bowl is not only the big playoff game for the NFL but also for the advertising industry. There are few other times we can revel in and celebrate the year's biggest ad spend than during the Super Bowl. Who is advertising and why? How is market share affected? How much are they spending? Why is this their target audience? We will discuss and analyze these and many more of our semester concepts, and write a report on one Super Bowl advertiser. You will also present your report.

**Super Bowl Sunday project presentation** (100 points): You will present your report on one Super Bowl advertiser and highlight the concepts we are learning regarding media planning and buying. You will provide a compelling review as well as your professional recommendations on what could have been improved upon and what the advertiser can/should do moving forward.

**Midterm project** (200 points): Your midterm project will consist of interviewing an industry professional and writing a detailed, research report focused on one of the FIVE RIGHTS we are learning about this semester. *I will walk you through this process.* We will learn how to discuss professional topics with professionals out in the industry and make contacts along the way. This is a great way to make a good impression on people who can help you land internships and jobs. Every aspect of this assignment must be carried out by applying your utmost professional behavior.

**Midterm project presentation** (100 points): You will present your report findings and play part of your recorded interview to highlight the concept(s) we are learning regarding the FIVE RIGHTS of media

planning and buying. You will share what you learned and give a demonstration of what you learned from your professional contact.

*For the second half of the semester, you will be randomly assigned to a group. Each group will be assigned a client for which to create a media planning/buying portfolio.*

**Final Project Presentation** (100 points): During the final week of classes, each group is required to present their final project professionally. Details will be provided as the deadline nears.

**Final Project Portfolio** (150 points): The final group project portfolio will demonstrate what you have learned throughout the semester. A detailed grading rubric of final project expectations will be given out mid-semester.

*Earned Peer Evaluation Credit:* You will be evaluated by your peers to earn your part of your group grade. No free rides! Each final project will be graded and each group member will complete peer evaluations. Your contributions to the group project will calibrate how many points you can earn. Your score will be averaged from all of your team's peer evaluations. *For example,* if your team earns 125 points on the final project but they all rank you poorly as a team contributor, you could be given only 70 of those 125 points. So don't let them down!

**Final Exam** Friday, May 3, at 4 p.m.

You will not have a traditional final exam but we are still required to have a scheduled meeting during our final exam time, per university policy. I will have our Zoom classroom open so we can meet and finalize our final group projects. Once you are all satisfied with your final project, you will submit it on Canvas in the appropriate assignment folder by the end of our allotted final exam period.

To summarize, your semester grades will include the following items for the specified points.

Concept Reflections	250
(5 x 50 points each)	
Super Bowl Project	100
Super Bowl Project Presentation	100
Midterm Project	200
Midterm Project Presentation	100
Final presentation	100
Final project portfolio	150
(calculated in part by earned peer evaluation points)	

**TOTAL** = 1,000 possible earned points

The **Grade Scale** for this course will follow the traditional letter grade distribution.

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 and below

### *University Statements and Policies*

**Honor code:** All students are expected to conduct themselves 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, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**Accessibility resources and services:** 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](mailto: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.

**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 ([titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [www.safe.unc.edu](http://www.safe.unc.edu).

**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](http://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:** This classroom is an inclusive space for all students. The Hussman School has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals, and has created the ABIDE (Access, Belonging, Inclusion, Diversity, & Equity) Committee. In addition to diversity and inclusion, I also support equity and accessibility. These efforts complement the university non-discrimination policy described above, as well as [broader university goals](#) for diversity. 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.

Any questions, comments, or concerns throughout the semester are always welcome.

Please email me anytime at [jlharker@unc.edu](mailto:jlharker@unc.edu).