

Advertising & Media Strategy Syllabus

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Classroom: Live at University of North Texas or online

Duration: Friday/Saturday delivery once per month for 4 months (eligible for up to 3 credit hours)

Introduction

Welcome to Advertising Media Strategies. I am looking forward to teaching you practical media strategies used by communication planners in the media world today. My professional background includes many years of working on media campaigns for local and national television and radio clients. The overall objective for Advertising Media Strategies course is to give the students a foundation in advertising media planning / buying in the digital age. The four-session course includes traditional, non-traditional, alternative, and marketing services. The integrated media content is based upon real-world applications. Guest speakers provide professional media perspective. Students work in groups to develop a written independent media campaign and orally present to the class in Session Four.

What You Will Learn:

- Become familiar with media vocabulary, traditional, non-traditional, alternative media strategies, IMC;
- Understand and apply target audience, media theories, Purchase Funnel, Consumer Journey, mediamath, indexing, agency commissions, media budgets, and basic media buying planning and buying;
- Develop and read media flowcharts, understand communications briefs; 9 BOX Strategy, KPIs, Facebook Business Manager, Hootsuite, engagement strategies, CRM, ROI, reach/frequency, net/gross rates, post-buy analysis, SEO, Keyword Search, Inbound/Outbound strategies, cost efficiencies;
- Gain experience with MRI and obtain Google AdWords Essential Learning Certification;
- Demonstrate course application of relevant industry experience for students seeking internships and entry-level careers;
- Engage/network with industry guest speakers and learn about internship opportunities.

Materials

1. *Required:* one regular calculator. Students may not share calculators during exams. Cell phones and graphing calculators are not appropriate for this class.
2. *Required:* “Media Planning & Buying in the 21st Century” (3rd Edition) by Ronald D. Geskey
3. *Recommended:* “The 2014 Thumbnail Media Planner” by 2020 Marketing Communications,

Course Evaluation

Exams	28.5%	100 points
Group project/report	28.5%	100 points
Worksheets	14.3%	50 points
Google AdWords	14.3%	50 points
Quiz	14.3%	50 points

Total points possible

350 points

90% and above	A (315-350 points)
80-89%	B (280-314 points)
70-79%	C (245-279 points)
60-69%	D (210-244 points)
59% and below	F (209 or below)

Group Projects

Students work in groups to develop an integrated media campaign with parameters assigned by a media supervisor from a top Dallas advertising agency. The students apply strategies discussed in class that effectively target and support the branding of a product. A rubric is available to explain the evaluation system. The class project is an excellent tool for student portfolios, internships and job interviews. The group project is in lieu of a final exam and there are no make-ups. Peer-Evaluations and Reports are due the day of the presentation.

Course Schedule

SESSION ONE

- Objective: This session incorporates traditional media, IMC, applied media theories, vocabulary, media math, media planning strategies, how to estimate a media budget, broadcast dayparts, HUTS, PUTS, Shares, cost per points, ratings, shares, projections, estimates, putting a basic TV, Radio buy together. In addition, students learn how to read SQAD and Radio Ranker reports. A professional media planner/buyer is a highlighted guest speaker and discusses specific strategies for clients. Students collaborate in teams for advertising campaign project.
- Traditional Platforms: Television, Radio, Newspaper, Magazine, Outdoor Billboards
- Each lesson offers the students a holistic learning experience. Lecture PowerPoints include short video clips embedded to further illustrate the material, reinforce understanding for the visual learner, and stimulate student attention span. Worksheets and exercises apply conceptual knowledge with hands-on experience.

Session One	Topic/Lecture	Worksheet/Exercise
Friday	Intro Media Strategies Integrated Media Vocab Media Messages Media Theories/Ethics Dismiss Read Ch. 1-3	Media Math 101 9 BOX Reach/FR
Saturday	Media Theories cont'd. Media Calendar/Flowchart	Share of Voice Huts/Puts/ Ratings/Shares

	Target Audience Media Planning/Agency Comm./ROI <i>Lunch Break - One Hour</i> Guest Speaker: IMC Media Planning Budgets: Reach/Freq. SQAD/Dayparts Traditional Media Platforms Rating Projection, Est. Media Campaign HW: Vocab, Media Math, Read text 4-8, 10, 11-14, 16, 21-25	Comm. Brief, Budgets/ROI Budgets/ Dayparts NSI DMA Markets, SQAD Rankers Mock Buy; Teams/Roles
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SESSION TWO

- Objective: The session offers an educational foundation including non-traditional media and inbound marketing, IMC, applied media theories, vocabulary, media math, media planning strategies, how to estimate a media budget, CPC, CTR, SEO, Keywords, digital copy, Consumer Journey, SWOT, Media Analysis, Persona, and flowchart applications. A professional from a digital agency shares their perspective.
- Non-Traditional Platforms: Website, Social Media, e-commerce, Podcasts, webinars Blogs, email, SEO, Keywords, Geo-fence, IoT
- Each lesson offer students a holistic learning experience. Lecture PowerPoints include short video clips embedded to further illustrate the material, reinforce understanding for the visual learner, and stimulate student attention span. Worksheets and exercises apply conceptual knowledge with hands-on experience.

Session Two	Topic/Lecture	Worksheet/Exercise
Friday	Quiz Vocab, Theories 9 BOX/Target Audience Review Traditional Media, Inbound Marketing / SWOT Digital Media Analysis Consumer Journey Dismiss	Persona Target SWOT, Persona Digital Analysis Consumer Journey Read Text Ch.15, 17, 18, 24
Saturday	Inbound Marketing Student/Class Keyword Strategies Digital Ad Copy, SEO Social Media Calendar <i>Lunch Break - One Hour</i> Guest Speaker: Digital Digital Ad Budgets Measure Success KPIs, ROI Media Plan/Flowchart Dismiss	SEO/Keyword Digital Ad Copy Social Media Calendar Team Budget Allocation Team KPI, ROI Media Plan/Flowchart

	Homework: Google AdWords Essential Learning (Lynda.com or LinkedIn) SEO Exercise	
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SESSION THREE

- Objective: This session offers an educational foundation centered-around Alternative Media and Marketing Services. Students incorporate their class knowledge to their group advertising campaign. Session Three reviews completion of Google AdWord Certification, Traditional, Non-Traditional/digital, IMC and media theories and tools used for media planning and buying. Review of these skills to insure successful completion of a media campaign project due in Session Four.
- Alternative Media Platforms: Product Placement, Cinema, Arena, OOH, Transit, Blimp Skywriting, Kiosk, QVC, Guerilla, WOMM, Buzz/Viral, Experiential
- Marketing Services: Direct Mail, Trade Shows, Sampling/Coupon, Direct Marketing
- An Experiential and/or Out of Home professional will guest lecture in this session. Each Advertising Media Strategy Session offer students a holistic learning experience. Lecture PowerPoints include short video clips embedded to further illustrate the material, reinforce understanding for the visual learner, and stimulate student attention span. Worksheets and exercises apply conceptual knowledge with hands-on experience.

Session Three	Topic/Lecture	Worksheet/Exercise
Friday	EXAM Alt. Media Platforms WOMM/BUZZ Dismiss Read Text Ch. 9, 13, 21	Experiential WS BUZZ/WOMM Dev. Exercise
Saturday	Pricing: Print, Magazine, Outdoor RV: Broadcast Planning RV Broadcast Planning/Buying RV Digital Planning/Buying <i>Lunch Break - One Hour</i> Guest Speaker Alternative/OOH Review Campaigns Market Budgets Review Flowcharts Dismiss HW: Oral and Written Campaigns Due Session Four	Teacher/Student Teamwork

SESSION FOUR

- Objective: This session offers complete review of Alternative Media and Marketing Services. Guest speaker from media will focus on career advice. Students incorporate their class knowledge from the

entire course and present their advertising campaigns to the class. The integrated advertising campaigns include traditional, non-traditional, alternative and marketing services. Measurement of success is clearly defined in the campaigns. The Campaigns offer the student an addition to their employment portfolio.

- Each Advertising Media Strategy session offer students a holistic learning experience. Lecture PowerPoints include short video clips embedded to further illustrate the material, reinforce understanding for the visual learner, and stimulate student attention span. Worksheets and exercises apply conceptual knowledge with hands-on experience.

Session Four	Topic/Lecture	Worksheet/Exercise
Friday	Review Alternative Media Review Marketing Services WOMM/BUZZ Guest Speaker: Experiential Marketing Dismiss HW: Prepare Oral Presentation	9 BOX BUZZ Marketing Dev. Exercise
Saturday	Inbound Marketing RV Student Teams Share Digital SWOT Digital Ad Copy, SEO Social Media Calendar <i>Lunch Break - One Hour</i> Student Campaign Presentations Guest Speaker: Careers Wrap up with Future Applications Dismiss	Digital Exercise SWOT Keywords/Digital Copy Social Media Calendar Student Campaign Presentations

Learning Methodology

This course offers traditional lectures, PowerPoints, educational videos teaching digital applications through Lynda.com. Students learn media math formulas and practice media buys using worksheets. Industry guest speakers and classroom partnership with top advertising agency provides a mock client buy and judging for the group projects. Group projects offer the students experiential learning with a media buy to include in their student portfolio relevant to the media industry.

Course Format

I teach using a variety of educational methods for all learners. I lecture from PowerPoints with embedded videos to emphasize key elements. Worksheets in class provide practical experience using mediamath formulas and reinforce quiz and exam material. Students are encouraged to read and review the material covered in the lectures and participate in class discussions. Grades are based upon one quiz, two exams, a combined group presentation/written media buy, Google AdWords certification, and attendance/participation. In short, come to class prepared to learn and discuss reading material. Review Canvas daily for announcements. There will be no make-ups for exams or presentations.

Attendance Policy

Coming to class late or leaving early may constitute an absence for that day. This is a seminar course that requires your attendance and participation at each class meeting. Every class period is worth attendance points towards your total participation grade. Participation grades will be calculated based on an individual's attendance, their attentiveness in class (i.e. staying awake, contributing to class discussion), and the completion of in-class assignments. One absence in the course is the limit without penalty toward your final grade unless you have communicated with me from the beginning about an extraordinary problem.

Learning Targets

- synthesize and apply media theories, marketing terms, concepts and strategies through the course and project;
- demonstrate integrated media strategies, tactics and develop a media flowchart in a group project;
- interpret and insure ethical standards in advertising media planning and buying;
- synthesize and demonstrate an understanding of media math (ratings, shares, projections, CPP, net/gross rates, rating reach/ frequency, Index) social and digital media, alternative and marketing services strategies;
- demonstrate time management skills through a group project
- demonstrate media cost efficiencies, oral, and written presentation skills through a group project.

To be successful, each student must...

- apply and demonstrate reaching a target audience using research that defines the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand and develop media strategies to meet campaign goals for the media project;
- demonstrate and apply professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- demonstrate critical thinking and problem solving skills throughout the group project;
- conduct and synthesize research, apply methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts including media math;
- apply tools and technologies appropriate for the communications professions in which they work.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum. Students engaging in unacceptable behavior will be directed to leave the classroom.

Classroom Policies and Behavior

- NO LAPTOPS for class notes unless sitting in the front row or with prior permission. Absolutely no laptops during guest lectures. Students may not use laptops or iPads unless working on their class

project. Anyone using devices for purposes outside of Journalism 3040 will be asked to leave the class. No electronic devices during exams or the student will be marked a zero.

- Quizzes and exams may include all class lectures and guest speaker material. Once again, attendance and participation are important to your individual and group performance.
- There will be no make-up exams with the exception of a serious personal injury, illness or special documentation by a recognized professional. Notification prior to the exam is required. Appropriate professional documentation explaining your absence is required upon your return. No exceptions.
- There will be no extensions for the team media presentations. On the day of your presentation, if you are not present to participate, you must notify your team to cover for you. Your participation is an important factor in your overall grade.

Retake Policy

There will be no retakes or makeups for exams and group projects.

Academic Dishonesty

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructor, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the program. There is zero-tolerance for plagiarism and cheating. Any student caught deliberating plagiarizing will be subject to a zero on that assignment. Cheating includes the assistance of any aid (electronic or otherwise) on an exam. There will be no sharing of previous exams with students. Note: Students must sign First Day Contract the first week of class acknowledging they understand the academic dishonesty policy in this course.

ADA Compliance

The Americans with Disabilities Act (1990) is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life including jobs, schools, transportation, and all public and private places that are open to the general public. The Professional Development Institute is no exception and, therefore, its facilities and resources are accessible to all students.

Once again, Vivian Unger reserves the right to edit and revise all content of this syllabus. Students will be notified of any changes to the syllabus in class and via Canvas.