



Instructor

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Office Hours

M 12p-2p, W 1p-2p or by appt

Classroom

Room 253

This class will meet

MWF, 2p-2:50p

Note:

If I am on my computer, email is being checked regularly. It is best to email me via my TTU email. I try to answer all emails within 24 hours, *except on Sundays, when I try to stay off technology.*

Course Description

Today's media landscape is constantly evolving due to advances in technology, shifts in consumer behavior, and changes in market dynamics. It is essential for all our students, regardless of their anticipated career paths, to develop a thorough understanding of this ever changing field.

This course aims to provide you with a comprehensive and modern view of the media world. We will explore the processes marketers use to identify and select media outlets for communicating brand messages. From setting objectives and identifying target audiences to selecting media, scheduling models, and allocating budgets, we cover the essential aspects of forming media strategies. Through lectures, readings, assignments, and exams, this course will help you develop a foundation in both the theoretical knowledge and practical skills necessary for effective advertising media planning across various media platforms.

Required Texts

Advertising Media Planning (7th edition) by Sissors, J., & Baron, R. Publisher: McGraw Hill

Outcome and Learning Objectives

1. COMPARE and critically evaluate different media planning strategies
2. COMPREHEND the importance of media planning in increasing advertising effectiveness and find career opportunities in media planning areas
3. COLLABORATE professionally with team members to plan, implement, and evaluate media plans.
4. CRITIQUE previous advertising media plans and discover new ways to effectively reach target audiences

To facilitate these goals, the course equips students with an array of critical perspectives for “interpreting” media plans and execute their own media plans well. Special attention is paid to best practices in media planning such as media writing conventions, media math, and social media ethics.

Assessments

Introduction Assignment: In this brief assignment, you will turn in a short fact sheet to me about yourself, which will be available in Canvas. This will be due on Sun. Jan 18th at 11:59p and should take you a few short minutes to complete!

Readings, Videos, and Exercises: Each week will involve readings, videos and/or exercises (see below) designed to introduce you to various aspects of media planning. Please read/watch the provided materials carefully as they will benefit you when it comes to your weekly assignments, as well as during in class discussions with your peers.

Some readings will come from your required text books while others, such as source texts or excerpts from other texts, will be posted on Canvas, along with links to any videos you may be asked to view.

All readings will be posted in Canvas in each weekly module, whether they are from the textbooks or outside readings.

Online Case Studies and Activities: Online activities will occur each week throughout the term, and are designed to foster conversation around key theories, cases, and concepts. **Most forums will have a specific assignment prompt that requires a response. You will engage with case studies, required readings, or assigned activities** Specific assignment prompts, expectations for discussion forum participation, and point values will be posted on Canvas in the same module in which the forum is due. **In brief, students will be required to write their own post, and may be asked to reply to at least two other students' posts.**

All discussion board posts will be due at 11:59p Sunday evenings. If replies are required, responses to your classmates will also be due Sunday at 11:59p. Therefore, please post early rather than at the last minute to give your peers ample time to respond.

Exams: Two exams will be occur at midterms and finals (denoted on the course schedule below) to assess your progress in the course and understanding of the material. **Exams will cover readings and lectures, so you must be present in class to do well on the exams.** Exams will include a mix of multiple-choice and true/false questions and will be based on material presented in the lectures, exercises, and assignments. **Take notes on the lectures and highlight/underline/ take notes in the margins of your texts.** Each exam will be 60pts each.

Alternatives or make-ups will not be allotted should you miss class without notice. If you are sick or another unexpected *urgent* matter occurs, contact me as soon as possible to discuss alternative testing with me. All SDS accommodations should also be discussed with your professor.

Client Project: The group assignments will be based on a specific client assigned to you in class. You will be working with a small group to complete all of these tasks. Further details for each part of the assignment will be given in class. Each part will be worth 35 points with the final plan making up an additional 35 points.

Grading

Assignment	Points
Workday Attendance	10 points
Introduction assignment	10 points
Unit Exams	120 points (60 points each)
Client Project	140 points
Exercises and Online Activities	360 points total (30 points each)
Optional Extra Credit	15 points
Total	640 points + 15 points extra credit

Grading Scale:

A = 576 - 640 points	C = 448 - 511 points	F = 0 – 383 points or below
B = 512 - 575 points	D = 348 - 447 points	

Governing Policies

For updated language about TTU Required Syllabi policies on: ADA, Academic Integrity, Religious Holy Day Statement, and Statement of Accommodation for Pregnant Students, please see: <https://www.depts.ttu.edu/tlpc/RequiredSyllabusStatements.php>

Other recommended policies: <https://www.depts.ttu.edu/tlpc/RecommendedSyllabusStatements.php>

TTU Resources for Discrimination, Harassment, and Sexual Violence: Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the *Office for Student*

Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, <https://www.depts.ttu.edu/scc/> (*Provides confidential support on campus.*) TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (*Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.*) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (*24-hour hotline that provides support for survivors of sexual violence.*) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (*Provides a range of resources and support options focused on prevention education and student wellness.*) Texas Tech Police Department, 806-742-3931, [http://www.depts.ttu.edu/ttpd/](http://www.depts.ttu.edu/ttupd/) (*To report criminal activity that occurs on or near Texas Tech campus.*)

Attendance: Attendance is **mandatory**. By coming to class, you will get a better understanding of the concepts we are exploring, by having hands-on experience and discussions about them. However, I understand that we are all busy with work and that sometimes life happens. **For this reason, you have a total of 3 unexcused absences for this semester.** Excused absences can be added to these 3 unexcused absences by way of a google form and email, which I will provide to you on Canvas .

Due dates: All assignments are due when listed on the syllabus. Late work is **not** accepted beyond 48 hours, except in the case of documented sickness or major life events. After the due date, an assignment will be accepted within 24 hours for an automatic deduction of one (1) letter grade. Within 48 hours, there will be an automatic deduction of two (2) letter grades. Beyond the 48 hour mark, you will forfeit the opportunity to receive a grade and will be given a 0 for the assignment. **Contact me as soon as possible if you think you will turn in an assignment late due to unforeseen circumstances.** It is much easier to offer grace when you notify me early of a problem/situation.

You will not be given any extensions for your final exam unless there are extenuating circumstances such as sickness or a death in the family.

ChatGPT/AI ChatGPT/AI Usage: The use of generative AI tools (such as ChatGPT) is strictly prohibited in this course for any purpose. Information gathered from AI cannot be used even with appropriate citation. Submission of AI-generated content (i.e., information, text, or images) as your own work is a violation of academic integrity and may result in referral to the Office of Student Conduct. The use of Grammarly for editing on optional final papers only will be accepted *with proper citation in your references section*. Please contact your instructor if you have questions regarding this course policy.

Note: The information provided in this syllabus constitutes a list of basic class policies and a tentative course schedule. I reserve the right to modify this information when deemed necessary for any reason. You will be notified through an announcement via Canvas, in class, and/or email if changes occur.

Course Schedule

WEEK	TOPIC	COURSE WORK	DUE DATE
1: 1/14 - 1/19	<ul style="list-style-type: none"> • Introduction to class! • Media Planning Language 	<ul style="list-style-type: none"> • INTRODUCTION ASSIGNMENT DUE 	<ul style="list-style-type: none"> • Sunday 1/18, 11:59p
2: 1/20 - 1/25	<ul style="list-style-type: none"> • NO CLASS MLK DAY • What is a media plan? Real life examples 		
3: 1/26 - 2/1	<ul style="list-style-type: none"> • Media language II + III, Media planning case studies • Groups Assigned 	<ul style="list-style-type: none"> • Online Activity 1 	<ul style="list-style-type: none"> • Sunday 2/1, 11:59p
4: 2/2 - 2/8	<ul style="list-style-type: none"> • Data and Research in Media Planning • Establishing a Media Framework 	<ul style="list-style-type: none"> • Online Activity 2 	<ul style="list-style-type: none"> • Sunday 2/8 11:59p
5: 2/9 - 2/15	<ul style="list-style-type: none"> • Working with a SWOT Analysis • Group Work Day 	<ul style="list-style-type: none"> • Online Activity 3 • Group project part 1 due 	<ul style="list-style-type: none"> • Sunday 2/15 11:59p
6: 2/16 - 2/22	<ul style="list-style-type: none"> • Geography in Media Planning 	<ul style="list-style-type: none"> • Online Activity 4 	<ul style="list-style-type: none"> • Sunday 2/22 11:59p
7: 2/23 - 3/1	<ul style="list-style-type: none"> • Target Audience Research 	<ul style="list-style-type: none"> • Online Activity 5 	<ul style="list-style-type: none"> • Sunday 3/1 11:59p
8: 3/2 - 3/8	<ul style="list-style-type: none"> • Group Work Day • Exam Review • Exam 1 	<ul style="list-style-type: none"> • EXAM 1 • Online Activity 6 	<ul style="list-style-type: none"> • Friday 3/6 • Sunday 3/8 11:59p
9: 3/9 - 3/15	<ul style="list-style-type: none"> • Competitive Analysis • Seasonality and Scheduling 	<ul style="list-style-type: none"> • Online Activity 7 • Group Project part 2 due 	<ul style="list-style-type: none"> • Sunday 3/15 11:59p
10: 3/16 - 3/22	<p>NO CLASS - SPRING BREAK</p>		<ul style="list-style-type: none"> • Sunday 3/22 11:59p
11: 3/23 - 3/29	<ul style="list-style-type: none"> • Different Types of Media, Digital Media 	<ul style="list-style-type: none"> • Online Activity 8 	<ul style="list-style-type: none"> • Sunday 3/29 11:59p
12: 3/30 - 4/5	<ul style="list-style-type: none"> • Social Media Influencing Campaigns • Group Workday 	<ul style="list-style-type: none"> • Online Activity 9 	<ul style="list-style-type: none"> • Sunday 4/5 11:59p

WEEK	TOPIC	COURSE WORK	DUE DATE
13: 4/6 - 4/12	<ul style="list-style-type: none"> • Programmatic Advertising, Online Display 	<ul style="list-style-type: none"> • Online Activity 10 • Group project part 3 due 	<ul style="list-style-type: none"> • Sunday 4/12 11:59p
14: 4/13 - 4/19	<ul style="list-style-type: none"> • Budget Allocation and Strategy 	<ul style="list-style-type: none"> • Online Activity 11 	<ul style="list-style-type: none"> • Sunday 4/19 11:59p
15: 4/20 - 4/26	Group Work Week, Group meetings	<ul style="list-style-type: none"> • Online Activity 12 	<ul style="list-style-type: none"> • Sunday 4/26 11:59p
16: 4/27 - 5/3	<ul style="list-style-type: none"> • Final Projects Due, Exam Prep 	<ul style="list-style-type: none"> • Final Project Due 	<ul style="list-style-type: none"> • Sunday 5/3 11:59p
FINALS WEEK		FINAL EXAM TUES. MAY 12	