
COMM 317-201 | Media Planning

Spring 2023 | January 18 to May 6 | Wednesday, 4:15–6:45 p.m. | SOC Room 013

Course Overview

- Prerequisites: COMM 100 & 211 or Digital Media Storytelling or Global Strategic Communication master's student.
- This course examines the advertising and marketing processes required to research, develop and implement an effective media plan for budgeting appropriate advertising time and space.
- Outcome: Student teams will develop competencies in decision-making processes and tools, including research methods, objectives, strategies and tactics to construct an advertising media plan.

Required Materials

- [The Essentials of Media Planning by Marc Hamelin \(available on Amazon\)](#)
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Course Requirements and Grading Criteria

Attendance + Participation	20%
Midterm Exam	10%
Final Exam	10%
Group Project 1: Sales Promotion Media Plan	10%
Group Project 2: Lead Generation Media Plan	10%
Group Project 3: Brand Awareness Media Plan	10%
Individual Assignment 1: TV Analysis	5%
Individual Assignment 2: Radio Analysis	5%

Individual Assignment 3: Print Analysis	5%
Individual Assignment 4: OOH Analysis	5%
Individual Assignment 5: Display and Search Analysis	5%
Individual Assignment 6: Social Media and Programmatic Analysis	5%

** Extra credit may be given at the discretion of the instructor.*

*** See Instructor Policies for further details on grading.*

Course Grading Scale

A	100–94%
A-	93–90%
B+	89–87%
B	86–84%
B-	83–80%
C+	79–77%
C	76–74%
C-	73–70%
D+	69–67%
D	66–60%
F	59% and below

School of Communication Policies


Please familiarize yourself with the School of Communication’s statement on **academic integrity** [here](#). For other, up-to-date policies from the school, visit <https://www.luc.edu/soc/resources/academicpolicies/>

Instructor Policies

Respect and responsibility are key. The following guidelines will ensure a productive and rewarding educational experience for all:










- **Attendance and participation** are mandatory and non-negotiable. Attendance is worth 20% of your final grade. This is earned by: 1) showing up on time and staying for the entire class and 2) having your voice heard at least once. Exceptions will be made only in extenuating circumstances (e.g., hospitalization and bereavement).
- There is a zero-tolerance policy for any **disrespect or speaking out of turn**. That includes talking or attending to other tasks during lectures as well as your classmates' presentations. Any sign of distraction or patterns of disrespect will impact your final participation score.
- There is a 48-hour window for acceptance of **late assignments**; however, your points will automatically be reduced by 50%. Exceptions will not be made for "technical difficulties." After the 48-hour window, assignments will not be accepted, and you will receive a zero.
- **Assignments and final projects** will be run through a **plagiarism** detector. Any indication of plagiarism, which includes lifting another author's work without attribution, will result in a zero for that assignment and be reported to the school administration for further review and possible expulsion from the university.
- **Cheating** on exams and/or any other assignments is strictly prohibited. If caught in violation of this policy, all students involved will receive a zero and may be subject to further academic discipline in coordination with the school administration.
- **Make-up exams** are discouraged and must be arranged by speaking with the instructor directly.
- **Recording** of live lectures and use of social media during class is not permissible.


Course Schedule

DATE	FOCUS	NOTES
Jan 17 — MLK Day — No Class		
Jan 18	Course Overview and Introductions Section 1: The Basics	 Purchase the course text (available on Amazon), and read sections 1–2 ("The Basics" and "Setting Up Your Media Campaigns") before next class.

Jan 25	Sections 2: Setting Up Your Media Campaigns	📖 Read section 4 (“Developing Your Media Plan”) before next class.
Feb 1	Section 4: Developing Your Media Plan	📖 Read section 3, I (“Television”) before next class. ✍️ Submit your assignment on television to Sakai before next class (2/8).
Feb 8	Section 3, I: Media Families: Television	📖 Read section 3, II (“Radio”) before next class. ✍️ Submit your assignment on radio to Sakai before next class (2/15).
Feb 15	Section 3, II: Media Families, Radio	📖 Read section 3, III (“Print”) before next class. ✍️ Submit your assignment on print to Sakai before next class (2/22).
Feb 22	Section 3, III: Media Families, Print (Newspaper and Magazine)	🗣️ Finalize your group presentation on sales promotion, and come prepared to deliver it during the next class.
Mar 1	Student Presentations: Sales Promotion Media Plans	😊 Enjoy your break — just remember to also study for the midterm. <i>100</i>

Mar 6–11 — Spring Break — No Class

<p>Mar 15</p>	<p>Midterm Exam</p>	<p> Read section 3, IV (“Outdoor” aka “Out-of-Home”) before next class.</p> <p> Submit your assignment on OOH to Sakai before next class (3/22).</p>
<p>Mar 22</p>	<p>Section 3, IV: Media Families, Outdoor (aka “Out-of-Home”)</p>	<p> Read section 3, V (“Internet”) through “Search Engine Marketing” — stop at “Programmatic” — before next class.</p> <p> Submit your assignment on display and search advertising to Sakai before next class (3/29).</p>
<p>Mar 29</p>	<p>Section 3, V: Media Families, Internet (Display and Search)</p>	<p> Read the rest of section 3, III (“Internet”) — starting with “Programmatic” — before next class.</p> <p> Submit your assignment on social media and programmatic advertising to Sakai before next class (4/5).</p>
<p>Apr 5</p>	<p>Section 3, V: Media Families, Internet (Social Media and Programmatic)</p>	<p> Finalize your group presentation on lead generation, and come prepared to deliver it during the next class.</p>
<p>Apr 12</p>	<p>Student Presentations: Lead Generation Media Plans</p>	<p> Read section 3, VII (“Unconventional”) and section 5 (“A Look at the Future of Media”) before next class.</p>
<p>Apr 19</p>	<p>Section 3, VII: Media Families, Unconventional Media and Other Advertising Techniques</p>	<p> Finalize your group presentation on brand awareness, and come prepared to deliver it during the next class.</p>

	Section 5: A Look at the Future of Media	
Apr 26	Student Presentations: Brand Awareness Media Plan	100 Study for the final.
May 5	Final Exam	 We made it! Enjoy your summer!

Please note: This course may occasionally deviate from the outline above. We will also be inviting guest speakers into class to round out your learning experience and will need to accommodate their schedules accordingly, which may result in some plans being shifted from time to time. The instructor reserves the right to make any changes as needed to the course syllabus and schedule above.

About the Instructor

[Brendan Shea](#) is an agency leader, branding consultant and educator with nearly two decades of marketing and communications experience. For the past eight years, he has served as an adjunct instructor at Loyola University Chicago, teaching courses in social media, content marketing, business communications and creative campaigns. Throughout his career, Brendan has led large teams and departments at several tech firms and marketing agencies. He holds a bachelor’s degree from the Missouri School of Journalism and a master’s degree from Loyola’s Quinlan School of Business.