

Course: COMM 317: Media Planning (Fall 2020)

Instructor: Morgan Coon

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Class Time: This class does not have a set time to meet, we will look to find time to connect virtually throughout the semester and will record if you are unable to join. Will also be inviting guest speakers to host virtually to share their experience working in media.

Office Hours: By appointment (email to set up)

Text Book: Media Planning Essentials

<https://home.stukent.com/join/7C6-CCF>

Suggested Reading Materials: Adage, Adweek, MediaPost

This course is about all things media. Media Planning and Buying is the backbone of the advertising campaign process and having a thorough understanding of what goes into setting the campaign framework is vital to understanding the complete campaign development. This course is set up to outline the basics of media strategy and how it relates to the overall marketing mix. You will gain valuable real-world insights into how media planning and buying works within the Advertising agency.

Media planning is about using consumer insights to inform where to place your ad and when. With technology developing every day, the media landscape is everchanging and it is important to always stay up to date on new platforms. Media is a fun side of the industry that can at times be overlooked. Media strategy creates a dialogue with consumers, and follows them on their daily journey to tell a full brand story through multiple touchpoints. This course will show you the why and how behind each ad you see and work to excite you about working on the media side of things.

This is a paperless course, so all assignments must be submitted digitally. Please submit all completed work on Sakai before the deadlines. Quizzes will be taken directly on Stukent to accompany your reading assignments.

Grading

Quizzes: Every reading assignment from the textbook has an accompanying quiz. You will need to complete the quizzes by Friday of each week that the chapters are assigned.

Assignments: TBD

Grading Policy

- 40% - Homework and Quizzes: This includes the quizzes each week per chapter as well as additional assignments/worksheets as assigned
- 20% - Class Contribution/Engagement: Ask questions, answer questions. Engage in Forums on Sakai. Show interest in our speakers. Help each other learn. Virtually will need to be creative to contribute
- 40% - Final Project: This will put everything you learned into motion. Participate and contribute to your team and overall deliverable

Grading Scale:

A: 100-94
 A-: 93-90
 B+: 89-88
 B: 87-83
 B-: 82-80
 C+ 79-78
 C: 77-73
 C-: 72-70
 D+: 69-68
 D: 67-63
 D-: 62-60
 F: 59-0

Week	Reading Assignment + Quiz	Additional Assignment/ Guest Speakers
Week 1 (8/24)	Chapter 1 – Introduction – How & Why this Textbook is a Unique Approach to Learning about Communications Planning (quiz due Friday)	Zoom class kickoff
Week 2 (8/31)	Chapter 2 – The Communications Planning Process (quiz due Friday)	Intro Assignment #1: Ad campaign with a successful media strategy write up (one sheet in Word or PPT) due by 9/4) 30 Min Lecture (Thursday 9/3)
Week 3 (9/7)	Chapter 3 – The Consumer Decision Journey & Chapter 4 – Media's Role in the Marketing Mix (quiz due Friday)	Zoom lecture (time TBD)
Week 4 (9/14)	Chapter 5 – Understanding Target Audiences (quiz due Friday)	Zoom lecture (time TBD) Assignment #2 Using Data for Target Audience due 9/23
Week 5 (9/21)	Chapter 6 – Media Planning Basics (quiz due Friday)	Zoom Lecture (30 Min on media math) Assignment #3 Media Math Worksheet due 9/30
Week 6 (9/28)	Chapter 7 – Understanding Offline Media (quiz due Friday)	Zoom lecture focus on OOH (time TBD) + 1 post on Forums by Friday (detail will be outlined in Zoom)

Week 7 (10/5)	Chapter 8 – Understanding Online Media (or Traditional) (quiz due Friday)	Guest speaker Zoom (Digital Focused) + 1 post on Forums by Friday (detail will be outlined in Zoom)
Week 8 (10/12)	Chapter 9 – Understanding Mobile Media) (quiz due Friday)	Guest speaker Zoom (Mobile Focused) + 1 post on Forums by Friday (detail will be outlined in Zoom)
Week 9 (10/19)	Chapter 10 – Setting Campaign Objectives (quiz due Friday)	Assignment #4 (Sample client, recommend one specific channel due 10/23)
Week 10 (10/26)	Chapter 11 – The Campaign/Product Briefing (quiz due Friday)	Guest Speaker Zoom + 1 post on forums by Friday (detail will be outlined in Zoom)
Week 11 (11/2)	Chapter 12 – Role of Communications (quiz due Friday)	Teams assigned and Group Project outlined over Zoom
Week 12 (11/9)	Chapter 13 – Creating an Integrated Connections Plan: Paid, Owned & Earned (Shared) (quiz due Friday)	Zoom Lecture (Time TBD)
Week 13 (11/16)	Chapter 14 – Creating an Integrated Communications Plan & Chapter 15 – Measurement & Metrics (quiz due Friday)	30 Min Zoom Lecture + Breakout time to work on group projects + Office Hours for support
Week 14 (11/23-11/28)	NO CLASSES	NO CLASSES
Week 15 (11/30)	Chapter 16 – Writing a Successful Connections Plan Recommendation (quiz due Friday)	Breakout time to work on group projects + Office Hours for Support
Final Project (12/7-12/12)	Scheduled Group Presentations	END OF CLASS

In this class software will be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the [Sakai administrative schedule](#)). Students who prefer to participate via audio only will be

allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording.

Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. These examples of academic dishonesty apply to both individual and group assignments. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;

- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.
- Submitting the same work for credit in two or more classes, even if the classes are taken in different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml .

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the

Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

Students with Disabilities: Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Sexual Harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. Loyola University Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the university. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

Harassment, Discrimination and Abuse It is unacceptable and a violation of university policy to harass, discriminate against or abuse any person because of his or her race, color, national origin, gender, sexual orientation, disability, religious, age or any other characteristic protected by applicable law. Such behavior threatens to destroy the environment of tolerance and mutual respect that must prevail for this university to fulfill its educational mission.

Discrimination is adverse treatment of a person or group based on protected categories and not on individual merit. Abuse is oral, written or physical conduct directed at a person based on characteristics protected by law, where the offensive behavior is intimidating and/or demeaning. It may include verbal slurs, invectives or epithets. Harassment differs from abuse insofar as it is repeated and persistent behavior

of a similar nature. It also includes unwanted physical advances or intimidations and the display of visual materials that defame, demean or humiliate.

Behavior of this kind is not tolerated by Loyola University Chicago and should be reported to the School of Communication dean's office. Such complaints will be treated in confidence to the extent feasible, given the need to conduct an investigation and take corrective action.