**COURSE CODE 000 – Media Planning**

**Instructor Information**

**Name**:  **Office Location**:  **Office Phone**:  **Email**:

**What This Course Is About**

We are all media experts in complete control of our media “cloud.” As marketers, we seek to penetrate that cloud to make meaningful connections with our consumers. But as consumers we are increasingly saying, “not so fast.”

As advertising professionals, we all must be media aware. Gone are the days when you can walk in with your storyboard and sell your campaign. The medium now really is the message.

This course is designed to give you the basics of media strategy and analysis. Whether you’re destined to be a great creative director or create the next big media startup, you will gain valuable insights into how to craft an engaging communications plan.

Media planning as a profession is an exciting one as you sit on the cutting edge of social, cultural, and consumer trends. Media is also fun as your clients are well versed in their own media consumption habits and are very engaged in the expertise that you bring to the table. But most of all, media is tremendously challenging as everyone thinks they “know” and it’s constantly changing. Media planning is no longer about figuring out how to place the right message at the right time to the right consumer. Media, or Communications Planning, as it is increasingly known, is about creating a dialogue — having a conversation with your consumer.

Believe it or not, you never see an ad by accident. This course will take you behind the scenes of how and why to place your message in the various media in order to create the most effective, engaging communications campaigns. We will explore how and why the definition of media is changing, learn how to understand the changes, and gain valuable tools to get behind the numbers and understand the why behind the what.

#### Texts & Materials

This course uses Media Planning Essentials. The chapters will be accompanied by quizzes that will test your understanding.

You will also have access to Mimic Media Planning, a simulation model that takes you through the process of creating and implementing a media plan for your client, Buhi.

**Learning Outcomes**

1. Make sense of the evolution of the new digital landscape and its impact on the new consumer purchase decision journey along with an understanding of how communications planning differs from the traditional view of *media* planning.
2. Apply media theory to the quantification of audiences both through the analysis of traditional reach, frequency, and Gross Rating Points as well as understand how to create meaningful audience definitions to inform programmatic buying tools (DSPs, SSPs, and DMPs).
3. Identify the various media measurement tools and select the appropriate tool to target audience analysis including MRI, Simmons, Comscore, and Nielsen.
4. Explain how the various media touchpoints are bought and sold.
5. Create effective media strategies to efficiently reach a target audience. These strategies are developed by incorporating media theory basics, campaign strategy mandatories, and applying assessment tools such as CPM, CPC, CPA, and/or CPE.
6. Apply the above to the development of effective media planning through Mimic Media Planning.

**Grading Policy**

The assessment and grading system is intended to reflect student learning and performance.

Mimic Media Planning 25%

Media Math Worksheets 5%

Chapter Quizzes 15%

Final Project 25%

Midterm Exam  15%

Final Exam 15%

#### Course Schedule

| **Media Planning Essentials Course Schedule** | | | |
| --- | --- | --- | --- |
| **Class Number** | **Topic** | **Reading** | **Assignments** |
| Class 1 | Introduction to Media/Communications Planning | Chapter 1: The Art and Science of Media Planning |  |
| Class 2 | Topline view of the overall communications process | Chapter 2: The Evolution of Communications Planning |  |
| Class 3 | The language of target audiences and uncovering insights | Chapter 3: Finding the Right People |  |
| Class 4 | Using secondary research to understand your audience |  |  |
| Class 5 | How we measure audiences | Chapter 4: Finding the Right Place | Mimic Round 1  Worksheets 1 and 2 |
| Class 6 | The efficiency metrics: getting what you paid for |  |  |
| Class 7 | Selecting the right channels | Chapter 5: Discovering the Right Time | Mimic Round 2  Worksheets 3-5 |
| Class 8 | The marketing mix and the Consumer Decision Journey | Chapter 6: Media’s Role in the Marketing Mix | Mimic Round 3 |
| Class 9 | Setting objectives | Chapter 7: Measuring What Works | Mimic Round 4 |
| Class 10 | Midterm |  |  |
| Class 11 | How the internet works | Chapter 8: Data-driven Strategies in a Digital Era | Mimic Round 5 |
| Class 12 | Leveraging the power of social media | Chapter 9: Social Media and the Walled Gardens |  |
| Class 13 | The convergence of the video landscape | Chapter 10: Video and Streaming Media | Mimic Round 6 |
| Class 14 | The economics of television |  |  |
| Class 15 | The basics of search advertising | Chapter 11: Search and Display | Mimic Round 7 |
| Class 16 | The display landscape |  |  |
| Class 17 | Advertising in the audio space | Chapter 12: Audio and Podcasting | Mimic Round 8 |
| Class 18 | What makes mobile different? | Chapter 13: The Role of Mobile | Mimic Round 9 |
| Class 19 | Award winning media strategies | Chapter 14: Creating an Integrated Communications Plan |  |
| Class 20 | Review of simulation exercise |  |  |
| Class 21 | Student case study presentations |  |  |
| Class 22 | In-class meetings on final projects |  |  |
| Class 23 | In-class meetings on final projects |  |  |
| Class 24 | Instilling trust and transparency in advertising | Chapter 15: Data Privacy, Ethics, and Regulation |  |
| Class 25 | Final presentations |  |  |
| Class 26 | Final presentations |  |  |
| Class 27 | Final exam review |  |  |

**Quizzes**

Every chapter in the book has an accompanying quiz. The quiz must be completed before class begins on the day the reading assignment is due. So your first quiz must be taken before the first class starts.

**Assignments**

Mimic Media Planning Essentials Simulation.

You will work through the simulation model along with the text. This will give you hands-on experience working with a client and planning and buying media in order to deliver on the client's goals.

Media Planning Worksheets (link in text).

These worksheets test your knowledge of basic media math concepts. They are created in Google Sheets to give you the opportunity to gain basic knowledge of how to navigate a spreadsheet. The assignment will be turned in as a Google Sheet.

**Final Project**

Upon completion of the simulation, you will need to apply the skills you learned in the media chapters to select three of the vehicles you chose in your simulation to create a unique way to use that vehicle. You will need to research the vehicle and learn about the unique ad formats at your disposal. Armed with that knowledge, recommend how Buhi can create an engaging experience for their target audience.

In a final class presentation, you and your team will share the following, including your thinking that led you to the decisions you made:

1. Target Audience
2. Messaging and Strategy Drivers
3. Budget Allocation
4. Quarterly Buys
5. Specific unique and creative *media* ideas (be careful, you are not creating ads, you are recommending how Buhi can use the vehicle to stand out in a unique and engaging way)

**Exams**

There will be two exams: a midterm and a final. Exams will cover material from the textbook and material covered in class.