

## STRATEGIC MEDIA PLANNING

Fall 2014  
MW 1 – 2:30pm

---

Professor: Dr. Dongyoung Sohn  
Office: Social Science Bldg., #401  
et)

---

### Required Textbook

Kelley, Larry D. and Donald W. Jugenheimer (2004). *Advertising Media Planning: A Brand Management Approach*, New York: M. E. Sharpe.

Sissors, Jack Z. and Roger B. Baron (2002). *Advertising Media Planning*, New York, NY: McGraw-Hill.

### Course Objectives

The primary purpose of this course is to help undergraduate students learn and be acquainted to the basic concepts and processes of media planning. Students in this course will learn how advertisers evaluate/select systematically a variety of media options (e.g., broadcasting, print, and interactive media) to achieve certain communication goals. Media planning requires an ability to play with numbers/quantitative data as well as to think strategically. Don't let numbers scare you. Calculations in media planning are simple and straightforward. Keep your calculator always handy!

### Course Requirements

#### *Group Project*

Group project is an important portion of this course. Developing a media plan involves collection/analysis of relevant information, strategic decision-making based on group discussions, and effective reporting of the plan. Throughout the term, students will work in groups (5-6 members per group depending on the size of class) to develop an effective/efficient media plan for a product (TBA). Cooperation and effective communication among group members are extremely important for this project. A complete media plan report should include the following:

↳ *Market situation analysis*: Conduct an in-depth analysis of the current market situation related to the product/brand/company, and summarize them succinctly into a SWOT (Strengths/Weaknesses/Opportunities/Threats) analysis format.

↳ *Target audience definition:* Based on the market analysis and goals defined, define clearly who should be the target of your campaign and explain why.

↳ *Media objectives & strategies:* Once you have your marketing/advertising goals and target audience defined, set a specific goal of your media plan, and develop effective strategies to achieve the goal.

Each group is required to make two presentations – 1) situation analysis & target audience definition, and 2) final media plan (cumulative -- including 1). Along with the final presentation, a final media plan report must be submitted at the end of semester as a powerpoint document containing all three components above (+ tables, figures, and references, if necessary).

### ***Examination***

Two exams (Exam I & II) are scheduled during the term. See the Class Calendar for the scheduled dates. Exams will cover basic materials presented in lectures and from assigned readings. A study guide will be provided prior to each exam. Unless noted otherwise, these exams are cumulative. After the exams are graded, students will be given ONE WEEK to look over the exam questions. Any disagreements concerning the grading of a test must be resolved during this one-week period.

NO MAKE-UP EXAMS WILL BE GIVEN, WITH THE EXCEPTION OF DOCUMENTED ILLNESS OR FAMILY EMERGENCY. The professor must be made aware of a problem prior to the test time, or the excuse will be invalid.

### ***Assignments\****

There are two small assignments designed to help students learn media calculations (Assignment #1) and how to use a media planning software (Assignment #2). \*All assignments must be turned in through HY-IN. Email submission will NOT be accepted.

### ***Course Regulations***

Following is mandatory for all students. Any unacceptable act violating the rules in the learning process will not be tolerated in any circumstances.

### ***Class Participation***

Regular attendance is required at all class meetings and activities. Students are STRONGLY encouraged to keep up with their performance in the class, pick up lecture materials as well as communicate other useful information with other students through the course page on the Internet. Most of the course-related information will be provided to students only through this website. It is student's responsibility for keeping up-to-date on any course-related event scheduled.

### ***Academic/Scholarstic Dishonesty***

Academic/scholastic dishonesty includes cheating, plagiarism, unauthorized collaboration, falsifying academic records. Hanyang University undergraduate catalog provides the detailed definition of academic dishonesty and relevant University policies. Students who violate University rules on academic/scholastic dishonesty are subject to disciplinary

penalties, including the possibility of failure in the course and/or dismissal from the University.

### ***Classroom Misconduct***

Classroom misconduct includes forgery of class attendance, obstruction or disruption of teaching, physical abuse or safety threats, theft, property damage, disruptive, rude, or obscene conduct, repeated failure to attend, participate, and respond in class when they are required. ANY MISCONDUCT OF THIS SORT WILL RESULT IN A FAILING GRADE.

### ***Reasonable Accommodation Policy***

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the professor as soon as possible (documentation should be provided).

### ***Etiquette in Email***

Here are some of the latest email tips and a review of e-mail diplomacy.

- Make the subject line specific. Dull or generic subject lines risk being ignored or deleted.
- When replying to or forwarding an e-mail, clean up the document.
- When replying to a question, copy only the question into your e-mail, then provide your response.
- When asking a question, try to provide as much information as possible to help the recipient understand the context of the question being asked.
- The "To:" and "From:" say who's corresponding, but beginning the message with the person name, "Mo," or "Dear Mo" looks much nicer.
- Write your name or provide a signature line for people to know who you are.

### ***Course Evaluation***

---

Exam I	100
Exam II	100
Group Project	150
Class Participation	100
Assignments	50 (25 pts. each)
<b>TOTAL</b>	<b>500 points</b>

---

A standard scale will be used to determine overall letter grades. Please make sure that there are no redoing projects or exams (no optional final).

A+ = 476 – 500points	A = 451 – 475
B+ = 426 – 450	B = 401 – 425
C+ = 376 – 400	C = 351 – 375
D+ = 326 – 350	D = 301 – 325
F = 300 & below	

**Course Calendar\***

- Week 1 Introduction & Overview  
The Process of Media Planning
- Week 2 No Class (Holiday)  
No Class (Holiday)
- Week 3 Measuring Audience I  
Measuring Audience II
- Week 4 Measuring Audience III  
Measuring Audience IV
- Week 5 Statistical Thinking I  
Statistical Thinking II
- Week 6 Statistical Thinking III  
Use of Index
- Week 7 Sources of Information  
Budgeting & Media Buying
- Week 8 *Exam 1 Preview*  
**EXAM I**
- Week 9 Setting Objectives I: Marketing & Advertising  
Setting Objectives II: Media
- Week 10 Target Audience Selection (MFP instruction)  
*Market Situation Analysis Presentation*
- Week 11 Media Types & Characteristics: Print Media  
Media Types & Characteristics: Broadcasting Media
- Week 12 Media Types & Characteristics: Interactive Media  
Media Types & Characteristics: Recent Updates

Week 13 Media Project Session

Media Project Session

Week 14 **Final Presentation**

Week 15 **EXAM II**

\* The course schedule above is *tentative* and subject to change. Students are responsible for checking the course schedule changes, which would be announced in class as well as through the Internet.