

Course: Comm 317_201: Media Planning

Class Time: Fall 2023 Tuesday 4:15-6:45pm

Class Location: Room 201 Corboy Law Center – Room 201/Virtual

Instructor: Amanda Freeman

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Office Hours: By appointment

Class Materials: This course uses Media Planning Essentials, a digital textbook. AdAge, AdWeek, MediaPost, Podcasts.

Instructor Bio: I am a Loyola Chicago alum who graduated in 2015 with a B.A. in Advertising & PR with minors in Market and Business Administration. I come with 7+ years in the Advertising Media industry/ she and currently work PHD Media under the Omnicom umbrella as the Director of Programmatic for Diageo, overseeing \$100M+ in programmatic media. I also took this class when I was at Loyola and have been exactly where you are right now. I am passionate about my job and absolutely love sharing everything I know about the industry, getting a job, what the job is like and how to excel in your career in advertising as a Media Planner/Buyer. I started as an intern at Spark when I was a senior at Loyola and then started as a Media Associate at Starcom and worked at Starcom for 7 years on the Best Buy and Kellogg accounts and learned everything from media finance, digital planning and investment, social and programmatic.

Course Information: This class will be held in-person, however due to my work schedule there might be some online class sessions. I will let you know in advance if we will not be meeting in person and will provide a Microsoft Teams link via email and posted to Sakai. My goal for this class is for you to walk away with a general understanding of what Media Planning, how to talk about it at a job/interview and for you to explore if it's something you want to pursue as a career. You will be given a brand brief that will include a media budget, objectives, goals and information about the brand and you will need to create a media plan for the brand based on the brief. Each week we will explore a new topic in media where you will gain the knowledge to put together your media plan. Your mid-term will be based on the strategy of your plan and your final will build on your strategy by including investment tactics and how you will spend your budgets. You will also present in person to media professionals. There will be various guest speakers from media agencies, clients and ad tech companies. You will learn both applicable media knowledge and real world skills on how to start a career in media, how to search for an internship/job and how to have a successful career in marketing.

When I first started exploring my journey in Ad/PR I thought that meant I only either write press releases or learn how to be a copy writer or creative director. I had no idea there was a side to advertising where you can be creative in a completely different way. You will learn how to target the right people, at the right time, in the right place and how the best drives ROI for your client. The class will be about planning and buying media spots from social media, podcasts, billboards, TV, print, audio, and connected TV like Hulu and Roku. The class will be taught from the viewpoint of the agency you will act as an employee at a media agency.

You will learn about why and how every ad you see is never by accident and how each channel works together to drive a holistic advertising plan. You will learn about media terms from CPM, CPA, CPC, programmatic, DSP, SSP, GRP, CPP ect...and you will learn about data strategy and all the different types

of companies in media from the different agencies, ad tech companies, media publishers and brands themselves. Media changes every day, and it's our job to always know what the next big thing is from Netflix to YouTube owning the Sunday Ticket. What does that mean for your brand? How much does it cost? Is it worth the investment?

Assignments:

- You will be given a brand brief and split up into groups you will have a mid-term and a final that will be a group presentation
- You must post a weekly reflection of things you were curious about, interesting things you learned during class or read about, a podcast you listened to, article you read ect...

Grading:

- **20%** - class attendance: 10% will be deducted if you miss more than 2x classes. 5% if you miss class without an email notification
- **20%** - class & group project engagement: you must participate in class and group project discussions, show up to group meetings, engage with guest speakers, be curious, ask questions.
- **20%** - weekly reflections: post a reflection of what you learned that week a day prior to the next class
- **40% - Media Plan Project-**
 - o Starting in October, you will be given a brand brief and put into groups. You will develop and media plan including media flight strategy, audience targeting, partnerships, channel allocations and budget development
 - o Final: submitted to Sakai via PPT. you will give a 25 min presentation to the class on your media plan

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

Tips for Succeeding in this Class:

- You must attend class, one of the biggest factors to success in the real world is showing up, even when it's hard. If you cannot attend you must email me that you cannot make it. If you do not email me this will impact your grade. If you miss more than 2 classes this will also impact your grade.

- Participate, ask questions, be curious...I hope you get more out of this than just learning about Media Planning and I hope to be a resource for any type of career questions in Advertising. We don't need to just talk about course material and can have the class be an open dialogue about career advice, project questions, and discussions about things you see in the news.
- Read AdWeek and AdAge, read about news in Media, research the industry, listen to podcasts, come to class with something you saw "in the wild" that was cool and you were curious about
- We will start each class with a discussion about your reflections on materials you read, saw, discovered ect...

Class Schedule: Subject to change, guest speakers will be announced the week prior

Week 1: Review Syllabus

Week 2: Media Planning 101: An intro to media terms, channels, flighting, budgets, targeting, and relationship with consumers, agencies and brands.

Week 3: Communications and Strategy: How to build a plan based off a brief

Week 4: Intro to offline media – TV, Print, OOH, Radio

Week 5: Intro to digital – Social, Programmatic, Video, Display, Mobile

Week 6: Sponsorships, Custom Content

Week 7: Mid-semester break

Week 8: Media Math, Audiences, Targeting, Data, Ad Tech

Week 9: Social Deep dive

Week 10: Audio deep dive

Week 11: Digital Video

Week 12: Digital Display

Week 13: Connected TV

Week 14: December 13th: Final Presentation

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 faceto-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.