

ISC 451: Integrated Strategic Media Management

Spring 2008

TTH 3:30 - 4:45 p.m.

Room: EGJ 115

PROFESSOR:	Chan Yoo, Ph.D.
OFFICE:	222 Grehan Building
PHONE:	257-0044
E-MAIL:	chan.yoo@uky.edu
OFFICE HOURS:	TTH 1:00 - 3:00 p.m. or other times by appointment

REQUIRED TEXTBOOK

Kelly, Larry D. and Donald W. Jugenheimer (2004), *Advertising Media Planning: A Brand Management Approach*, Armonk, NY: M.E. Sharpe.

COURSE OVERVIEW

This course will provide students with a basic understanding of the commercial media in the United States and how they are incorporated into the marketing communication process.

This course will cover the topics on the U.S. media system, how it works, and how ISC practitioners use it to deliver persuasive messages to potential customers. The instructor will also present various sources of information that are commonly used to provide answers to important questions about who potential customers are, what media they are exposed to, and how much money should be spent to deliver a message to them.

After approximately 80 years, trial and error has provided a few strategic theories which try to explain the way media works for ISC professionals. The instructor will present the most widely used theories and help students see how these theories apply to different situations. There are also widely used practical techniques that are implemented in the industry. Class lecture will cover both of these areas - theoretical exploration of media and practical application.

Course Prerequisites: Concurrent or previous enrollment in ISC 311 and ISC 321

Always bring a calculator to class. You don't want to do long division by hand when you can have a modern technology tool do it for you. The course requires an ability to carry out mathematical manipulations and to apply algebraic formulas to real-world situations.

COURSE OBJECTIVES

At the end of the semester you should have a thorough understanding of the fundamentals of advertising media planning. In addition, you should accomplish the following objectives:

- Become even smarter about how ISC works by understanding another key area of the ISC business (e.g., media).
- Build a new vocabulary (a lot of them!!) so that you can talk smarter with your classmates, intern supervisors, and later with your future clients and colleagues.
- Understand that media is a major and critical component to the success of an ad campaign.
- Be able to strategically evaluate various media situations and options.
- Fully understand the power of good media planning
- Learn the basic tools and strategies involved in media planning through practice
- For those of you who decide not to follow a career path in media, develop a better appreciation for the work.
- Most importantly, have some fun!!!

COURSE FORMAT

Class presentations and the text are designed to motivate students to engage in an active learning procedure. Offered in the formats of lecture, group meetings, in-class assignments, the material presented in class will supplement and complement the text by providing focus and additional insight on the major topics. Students are expected to regularly come to classes prepared to actively participate in the class discussion.

COURSE WEBSITE

Students are encouraged to keep up with their performance in the class, pick up lecture material and other useful information about course content, and check grades and announcements by going to the Blackboard website (<https://elearning.uky.edu>).

COURSE REQUIREMENTS

Successful media planning is a function of both art and science. In other words, it is critical that students learn the tools/terms/skills that are needed to complete a good analysis before making any media recommendations. In addition, it is equally critical that students learn to think about media in a problem-solving manner through sound judgment and creative thinking. Therefore, grades will be determined from a range of tasks that reflect these different learning styles. The various tasks should challenge you to perform across multiple formats demonstrating your overall comprehension and understanding of the course material.

Each student is required to take two exams, complete in-class exercises/assignments, and develop one written, group, term media plan project. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.** If any work is late, a grade of zero will be assessed for all students involved. Ultimately, your success depends on you because grades are not given they are earned!!

Exams

Two exams are scheduled during the semester. See the class calendar for the scheduled dates. Exams will cover materials presented in class lectures and from assigned readings. In

general, they will consist of T/F, multiple choice, short answer and essay questions. A study guide will be provided by the instructor prior to each exam. After the exams are graded and posted on the Blackboard, 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.

Media Plan Project

Students will work in teams to develop a media plan throughout the term. This team project is designed to help you apply the concepts covered in class and to provide you with opportunity to creatively craft a tailored media plan. Each group will conduct secondary research and develop a media plan for a specified brand/product/company. So, this media plan project consists of three assignments (i.e., secondary research, media objective & strategy, and final media plan) will also be outlined in a handout distributed later. A written media plan and an in-class presentation will be the culmination of each group's work.

THE FINAL GRADE YOU RECEIVE FOR THE GROUP PROJECT WILL BE DETERMINED BY PEER EVALUATIONS OF YOUR GROUP INCLUDING YOURSELF. This is to help ensure that everyone participates equally and enthusiastically.

In-Class Exercises/Take-Home Assignments

Class attendance is the student's sole responsibility. There will be an undetermined number of in-class exercises and take-home assignments throughout the semester. These materials are included to help students keep up with the pace of the class, and to improve their understanding of the course material. In-class exercises will be distributed and completed during the class time (hence "in class"). And take-home assignments will be distributed in class, and students will turn in their completed assignments by the due date. THEY CANNOT BE MADE UP UNLESS THE PROFESSOR EXCUSES IN ADVANCE. If you are absent and have a valid excuse (i.e., serious illness or family emergency), you must bring the document on your first day back. In addition, students are responsible for any information missed during an absence.

COURSE EVALUATION

Mid-Term Exam	100 (25%)
Final Exam	100 (25%)
Media Plan Project*	120 (30%)
In-Class Exercises/ Assignments	80 (20%)
TOTAL	400 (100%)

* All group work grades will be adjusted based on peer evaluations.

A standard scale will be used to determine overall letter grades. Remember that there are no extra credit assignments, redoing projects or exams.

A = 360 - 400
 B = 320 - 359
 C = 280 - 319
 D = 240 - 279
 F = 239 & below

POLICY ON SCHOLASTIC DISHONESTY

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignments. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.

COURSE SCHEDULE

WK1	1/10	Introduction to Course	Ch. 1
WK2	1/15, 1/17	Introduction to media planning & Overview of U.S. Media System	Ch. 1 Ch. 3
WK3	1/22, 1/24	Traditional Media vs. New Media	Ch. 3
WK4	1/29 1/31	Components of A Media Plan Overview of a Media Plan Project	Ch. 4 & 11
WK5	2/5 2/7	Audience Data (SMRB/MRI/VALS) TV (Nielsen) & Radio (Arbitron) Data	Ch. 5 & 6
WK6	2/12 2/14	Cost Data (SRDS/SQAD) Competitive Spending Analysis (CMR) ** Team Situation Analysis Due**	Ch. 9
WK7	2/19 2/22	Mid-Term Exam Review Mid-Term Exam	
WK8	2/26 2/28	Intro to Media Measurement (HUT, Ratings & Share) Reach and Frequency	Ch. 2

WK9	3/5 3/7	Impressions, GIs & GRPs, Duplication Calculating an Index	Ch. 2 Ch. 6
WK10	3/12, 3/14	SPRING BREAK!!	
WK11	3/19 3/21	Media Objective Media Strategy	Ch. 4 & 10 Ch. 4 & 12
WK12	3/26 3/28	Media Mix/ Continuity Media Buying ** Media Objective & Strategy Due**	Ch. 7 Ch. 14
WK13	4/2 4/4	Budget Allocation New Media, Direct Mail & Out-of-Home Media	
WK14	4/9 4/11	Flow Charts and Project Presentation Tips Group Project Day	Ch. 12
WK15	4/16 4/18	Group Project Day GROUP PROJECT PRESENTATION	
WK16	4/23 4/25	DEADWEEK Final Exam Review ** Written Media Plan Due**	
WK17	5/2	Final Exam (3:30 p.m.)	

The course calendar above is *tentative*. If changes in the schedule are necessary, students will be held responsible for such changes that will be announced in class.

A FINAL COMMENT

Please, always feel free to ask questions in class. Don't hesitate to stop by during office hours if you have additional questions, or make an appointment if office hours aren't convenient.