

# COMM 346-01: Strategic Media Management (Spring, 2018)

Tuesdays & Thursdays, 11:00 AM – 12:15 PM, DA (Davison) 101

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## Course Description

This course covers topics regarding strategic and tactical decision-makings in media management within the context of advertising and strategic marketing communication. This course focuses on topics such as the traditional approaches of media planning & media buying in advertising, as well as the integrated media management in broader strategic communication campaign.

## Course Objective

The objective of this course is to introduce the fundamentals of traditional and non-traditional senses of media planning and media management to students by presenting the conceptual and practical foundations, principles, and traditions on which media management is grounded. Specifically:

1. This course introduces the concept of media management from a strategic communication campaign's perspective.
2. It teaches students the basic vocabulary of media planning and media buying.
3. It teaches students the practical knowledge of managing various media channels as an integrated message delivery tool for a strategic communication campaign.

## Course Outcomes

At the conclusion of this course, students should be able to:

1. Understand the basic media terms, formulas and calculations
2. Identify basic problems related to media planning
3. Understand the decision process necessary to develop effective media plans.
4. Understand the role of media channels in a strategic communication campaign
5. Possess the practical knowledge of integrated media management in order to maximize the impact of a strategic communication campaign.

## Prerequisite:

COMM 342 (Intro to Strategic Communication)

## Textbook

### Required:

- R. D. Geskey (2014). *Media Planning & Buying in the 21<sup>st</sup> Century* (3<sup>rd</sup> Ed.). 2020: Marketing Communications LLC. (ISBN: 978-1502358714)

### Optional (*recommended*)

- R. D. Geskey (2012). *Media Planning & Buying in the 21st Century Workbook* (2<sup>nd</sup> Ed.). 2020: Marketing Communications LLC. (ISBN: 978-1461009535)

## Course Requirements

You will need to complete all the required assignments and exams to complete this course.

## Exams

Three (3) exams comprised of T/F, multiple choice, short and long answer essays will be scheduled throughout the course.

## Assignments

- There is one group term project (group of 4/5) and three (3) individual assignments in this course.

## Points Distribution

Exams	300 points total
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Group Assignment	100 points
Individual Assignment #1	25 points
Individual Assignment #2	25 points
Individual Assignment #3	25 points
Attendance/Participation	25 points
<b>Total</b>	<b>500 points</b>

## Grading Scale

A = 93-100%	A- = 90-92%	
B+ = 87-89%	B = 83-86%	B- = 80-82%
C+ = 77-79%	C = 73-76%	C- = 70-72%
D+ = 67-69%	D = 63-66%	D- = 60-62%
F = below 59%		

## Attendance

Attendance is required for every class period.

If you miss more than THREE (3) classes without valid excuses, a penalty of -2 points will be applied to your “attendance/participation” scores for every unexcused absence from the 4<sup>th</sup> unexcused absence. In other words, from the 4<sup>th</sup> unexcused absence, you will lose TWO (2) points per each occurrence (thus, it is possible to earn negative points from the attendance/participation scores, which will be applied to your total score).

Valid excuses of an absence are 1) *participating in the university sanctioned events*, 2) a serious illness *that requires hospitalization*, 3) *death in the immediate family*, 4) *birth of a baby for whom you are a parent*, and 5) *religious holidays recognized by the university*. You must bring authenticated written proof of such incidences to the instructor on your first day back.

- In case of excused absence, you are still responsible for following up the material you miss. Any form of off campus work and personal travel will NOT be considered as valid excuses.

Doctor's appointment, court appearance, being in jail, a birth given by your siblings/relatives or friend will NOT be considered as valid excuses. For those occasions, you should utilize those three opportunities you can miss class with no valid excuses.

### **Tardiness**

If you come to class late **for more than 10 minutes** from the starting time, you will be considered as being late.

**Two (2) tardiness will be counted as one (1) absence.** So MAKE SURE to come to class on time.

### **Class Participation**

You are expected to come to class having read all assigned chapter(s) and ready to participate in discussions. Also, you are expected to FULLY participate in group project.

### **Make-up Policy**

Missed exam or assignment **may not be made up unless the following conditions are met:** (1) the excuse is valid as explained above; (2) the excuse is made in advance (if applicable); and (3) the excuse is documented. Otherwise, you will not be able to make up.

Please take time to look at the exam schedule: if you cannot make it to the exam on the scheduled day, you must try making arrangement to take it *prior* to the scheduled day & time.

In a case involving death in the immediate family or illness requiring hospital care or a birth of a baby for whom you are a parent, a makeup exam will be granted *without prior notice*. Under such conditions, authenticated written documents must be provided to the instructor

### **Plagiarism/ Academic Dishonesty**

Any student engage in plagiarism (i.e., presenting someone else's work as your own or without proper acknowledgement) or any other type of academic dishonesty (i.e., cheating on an exam) will receive **a zero for the semester**.

### **Special Needs**

Students with special learning needs are encouraged to discuss accommodations with me early in the semester. Student may be asked to contact the Disability Resource Center at Stevenson Hall to determine academic accommodations.

### **Classroom Decorum:**

1. During class, please respect the right of your fellow classmates. **Do not carry on conversation in class**, and turn off cell phones. **Also, avoid getting to class late, leaving early and getting in & out of class during the lecture as these are very disruptive.**
2. **No laptop or ANY electronic devices will be allowed in class, unless you have a special need that require the use of laptop or other devices to take a note.**
3. For your own protection, you are expected to keep a photocopy of all paperwork submitted to the instructor.

### **Title IX/Clery Act Notification**

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-

2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the Sexual Misconduct Resource Guide

### **Last Day to Withdraw: March 7, 2018**

*All items in this syllabus are subject to change as dictated by needs of the class.*

## Course Schedule (Spring, 2018)

Week	Dates	Titles	Book Chapter(s)
1	Jan 9	Orientation/Course Introduction,	
2	Jan 11	Welcome to the Future	2
2	Jan 16	Welcome to the Future	2
<b>3</b>	<b>Jan 18</b>	The Business of Media <b>Client Meeting – Mandatory Attendance</b>	3
3	Jan 23	The Business of Media	3
4	Jan 25	Media Math,	5
<b>4</b>	<b>Jan 30</b>	Audience Concepts ( <b>Assignment #1 Due</b> )	6
5	Feb 1	Audience Concepts	6
<b>5</b>	<b>Feb 6</b>	Audience Concepts ( <b>Assignment #2 Due</b> )	6
<b>6</b>	<b>Feb 8</b>	<b>Exam 1</b>	<b>Chapter 2, 3, 5, 6</b>
6	Feb 13	Strategic Media Planning	19
7	Feb 15	Strategic Media Planning	19
7	Feb 20	Understanding Media Costs	7
8	Feb 22	Understanding Media Costs / Media Impact	7 & 8
8	Feb 27	Media Impact ( <b>Assignment #3 Due</b> )	8
9	March 1	How Do Media Work?	10
9	March 6	How Do Media Work? ( <b>Assignment #4 Due</b> )	10
10	March 8	Target Audience	11
<i>11</i>	<i>March 13, 15</i>	<i>Spring Break – No Class</i>	
10	March 20	Target Audience	11
<b>12</b>	<b>March 22</b>	<b>Exam 2</b>	<b>Chapter 7, 8, 10, 11, 19</b>
<i>12</i>	March 27	Timing & Scheduling, Budgets & Budgeting	13, 14
13	March 29	Traditional Media	16
13	April 3	Traditional Media	16
14	April 5	Internet Marketing	17
14	April 10	Social Media	18
<b>15</b>	<b>April 12</b>	<b><u>Final Exam</u></b>	<b>Chapter 13, 14, 16, 17, 18</b>
<b>15</b>	<b>April 17</b>	<b>Presentation Day 1</b>	
<b>16</b>	<b>April 19</b>	<b>Presentation Day 2</b>	

# COMM 346 Team Project Outline

## (Client: *The Center for Women and Families*)

### Overview:

- You will form a group of 4 or 5 individuals.
- This project is to cover various elements of media management in a strategic communication campaign. Your term project grade will reflect your participation in the group activity.
- You and other team members will form a Media Management Agency (so you will need to name your agency), and the project will involve developing an integrated media management for a strategic communication campaign.
- You will be assigned to work on a particular communication campaign of a particular brand that will be determined by your instructor, so NO, you won't be able to choose your own brand to work with.
- **The presentation itself should be MAXIMUM 15 minutes long**. Going over the time limit will be a cause of deduction of points (lack of preparation).
- Each team will be required to submit a formal written proposal (also called, "leave-behind") of the media management plan your group is presenting. The written proposal is due on the first day of the presentation week for **EVERY GROUP**. There is no "minimum" or "maximum" page limit for the written proposal.

### Grading criteria

1. **Presentation Contents:** You are supposed to cover all the areas. **(Please see lecture notes on Chapter 19 for more details)**
  - 1) Situation Overview. Overview of your brand's current situation that is relevant to your decisions in your media campaign.
    - a) Brand/Product Analysis, b) Market/Industry Analysis, c) Consumer Analysis, and d) Competitive Analysis
    - **MUST contain SWOT**, from which you generate your Campaign Objective
  - 2) Target Audience Analysis. Your audience targeting strategy. To whom should you direct your ad campaign toward? Are the current buyers still a profitable group of people that you need to spend your media budget on? If not, then who should be the new group of people that you need to target? You need to provide the reasons for selecting your target audience and you need to provide VERY DETAILED information about those people in your target audience group (What are they like - their demographic/psychographic/lifestyle, what are their main characteristics that are shared by the majority, what are their needs and wants, what are they looking for--)

- 3) Campaign Objective:
  - What is your overall campaign objective?
- 4) Media Objective.
  - Who, Where, When, how frequently?
  - Reach, Frequency and GRP
- 5) Media Strategy
  - Media selection
- 6) Media Tactics.
  - Detailed schedule
- 7) Budget Analysis
- 8) Appendix. Media Flight Schedule.

2. **Presentation styles and skills:** Make sure you cover all the necessary area during your presentation.

**(You need to present all the sections in your written proposal EXCEPT your executive summary.)**

The order of your presentation should be concurrent with your written proposal. But it is allowed to change the presentation order if you have a specific reason. In addition, this is a professional presentation. You need to maintain a professional attitude when it comes to making a presentation. Meaning, you must be able to look and sound confident so your audiences can trust your material and find it credible. Since this will be a “professional” media campaign pitch, you are required to dress up in a formal business manner, meaning suit and tie for the gentlemen, formal business suit for the ladies. Also, you can make a few jokes before, during or after the presentation to loosen up your audiences. But don’t turn your presentation into a stand-up comedy.

In addition, this presentation is speaking format, NOT reading format. You should know your material well enough so that you can speak fluently without looking frequently at your notes. You are supposed to fully digest your topic and SPEAK your material to your audience. This is the criteria where I can judge the amount of time and effort you put on this project. Thus, this is a grading criterion. So understand your material and speak out!!

3. **Decisions and recommendations:** Do all your media management decision match well you’re your intended target audiences? Do all your decisions and recommendations reflect the strengths and

weaknesses of various media channels? Do they provide unique solutions to the problems your client is facing? Are they realistic? Do they all fit with the given budget?

4. **General preparation:** How prepared are you? How well do you interact with other members during presentation? Is your presentation well within the time limit? (The only way to find out if your material is long enough or not is to do a couple of rehearsals with all your group members. Thus, timing is a grading criteria under the “preparation”)

#### **Internal Policy:**

- It is strongly recommended to make a meeting log regarding your team activities. The log should contain meeting attendance, specific assignment for each individual, whether each person completed his/her assignment on time--- and so on. If you have such a log, then it will help everyone in the team to come up with objective participation assessment.

#### **Presentation Format and order:**

- Every member of a group has to talk during the presentation. Everyone has to contribute.

#### **Presentation Material:**

- For the presentation itself, **you are required to use MS PowerPoint for your presentation.**

## **Individual Assignments**

- There will be three (3) individual exercises throughout the semester.