

AD349 Ad Media

Fall 2021.2
Professor Cliff Shaluta

COURSE BRIEF

Course Description

U.S. advertising **expenditures** in 2020 amounted to \$242 billion, up from \$223 billion in 2018. While subscription streaming services, like Netflix get plenty of attention, paid advertising plays an important role in many online business models today. This course discusses traditional and digital advertising media. Topics, such as audience research, media planning, media rates, budgeting, negotiating, scheduling, and analytics are covered. We'll also put you to work to solve several real-world media problems.



Rationale

Driven by a combination of pre-pandemic trends and pandemic behavior, **the average time U.S. consumers spend with electronic media will rise by more than 1 hour per day this year to 13 hours & 35 minutes.** In the past, TV, newspapers, magazines, and radio media were the primary means to reach customers. **But, modern brand communications often include a mix of Paid media, Earned media, Social media and Owned media (PESO).** Paid media advertising is now only one of many ways to engage consumers in a digital world.

Professor

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Online Office Hours F21

Email/Text anytime

PH Support: 8:00-5:00 pm M-SAT. Leave a message.

Other times on Zoom (TBA)

AD349 Learning Objectives

After completing this course, you should be able to:

- 1) Make sense of the new digital landscape and its relationship to the consumer purchase journey;*
- 2) Develop an understanding of how PESO communications planning differs from the traditional view of media planning;*
- 3) Evaluate various media using media measurement tools;*
- 4) Create an effective media strategy to efficiently reach a target audience;*
- 5) Apply your media skills to real-world team case assignment and;*
- 6) Present your work using Zoom.*

Methodology

This course incorporates a variety of learning tools to maximize your online experience. While we'll be using Blackboard for announcements, additional content, teamwork, and grades, the bulk of the course will be available using a new online learning platform from <https://stukent.com>. More than etextbooks, StuKent provides bite-sized content supported with videos, links, exercises and quizzes. But, as with all online classes, you are responsible for scheduling your reading and making assignment deadlines. It's easier to put-off your work and that can be a major problem with a team project. Keep in mind that I'm your "coach," not your mom. Let's all be professional.

How does this really work?

Think of Blackboard as a shell. Inside that shell is Stukent. **The latest news, a course syllabus, weekly previews and your grades will be available in Blackboard, as usual.** Teams will also be organized using Blackboard. This permits team communication inside the class website. **But, your day-to-day interactions with the course material will be on Stukent.** You'll want to keep some days/times open for teamwork down the road.

Course Prerequisites

AD349 requires AD300 with a minimum grade of C or COMM 300 with a minimum grade of C or PS 301 with a minimum grade of C or SOCL 302 with a minimum grade of C. Other research courses may be substituted for this prereq.

For now, Ad Minors are not required to have a research class to take this course. This is changing with the launch of our new Digital Advertising Certificate. See your Advisor with any questions.

Books & Other Requirements

You'll need Blackboard and paid access to the materials on the StuKent platform. **AD Media requires (2) StuKent resources.** Media Planning Essentials by Beth Egan will be our primary resource. Digital Marketing Essentials adds a deeper level to the digital marketing aspects of the course.

You can purchase the access code directly from Stukent using the link below. If required by financial aid, you may alternatively choose to purchase access to Stukent through the WKU Bookstore. Be sure to double-check this syllabus with the WKU Bookstore recommendations, as the bookstore will not refund digital purchases. **Either way, Stukent provides excellent technical support at <https://www.stukent.com/support/>.** Your access code also gives you "lifetime access" to this material, which is regularly updated.

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<https://home.stukent.com/join/48F-F0B>

Expectations

Your work should be of a high quality and suitable for inclusion into your personal website. Given the likely communication problems in an online class, please contact me with any issues that may be keeping you from doing your best work. I want this course to be both challenging and a pleasant experience for you. I'm here to help.

COURSE OUTLINE

PART 1: WHAT IS COMMUNICATIONS PLANNING?

| CLASS | TOPIC | COURSE WORK | READING |
|----------|---|----------------------------------|------------------------|
| 8/23 M | Course Introduction/ Syllabus | • Activate your Stukent account | |
| 8/25 WF | Living in A Digital World | • Read BB Weekly Notes | MPE CH. 1 |
| 8/30 MWF | MPE CH. 1: Introduction | • CH. 1 Quiz due Sunday, 9/5 | MPE CH. 2 MPE CH. 3 |
| 9/8 WF | MPE CH. 2: The Comm. Planning Process MPE CH. 3: Consumer Decision Journey | • CH. 2 & 3 Q's due Sunday, 9/12 | MPE CH. 4 MPE CH. 5 |
| 9/13 MWF | MPE CH. 4: Media's Role in the Mkt. Mix MPE CH. 5: Target Audiences - Personas | • CH. 4 & 5 Q's due Sun., 9/19 | MPE CH. 6 MPE CH. 7 |
| 9/20 MWF | MPE CH. 6: Media Planning Basics MPE CH. 7: Understand Offline Media | • CH. 6 & 7 Q's due Sunday, 9/26 | MPE CH. 8 |
| 9/22 W | TEAM MEDIA PLAN MP1 DUE @ NOON | MP1: BUSINESS SITUATION | |

PART 2: DIGITAL MEDIA

| CLASS | TOPIC | COURSE WORK | READING |
|-----------|---|---|------------------------|
| 9/27 MWF | MPE: CH. 8: Understanding Online Media MID-TERM QUIZ - CH. 1-8 MPE | • CH. 8 Quiz due Sunday, 10/3 • MID-TERM due Sunday., 10/3 | DME CH. 1 & CH. 3 |
| 10/4 MW | DME CH. 1: Foundations DME CH. 3: Analytics | • DME CH. 1 & 3 Q's Sun., 10/10 | DME CH. 4 & CH. 5 |
| 10/11 MW | DME CH. 4: On-Site SEO DME CH. 5: Off-Site SEO | • DME CH. 4 & 5 Q's Sun., 10/17 | DME CH. 6 & CH. 7 |
| 10/18 MWF | DME CH. 6: Paid Search Marketing DME CH. 7: Display Advertising | • DME CH. 6 & 7 Q's Sun., 10/24 | DME CH. 9 & CH. 10 |
| 10/25 MWF | DME CH. 9: Social Media I. DME CH. 10: Social Media II. | • DME CH. 9 & 10 Q's Sun. 10/31 | MPE CH. 9 & DME 12 |
| 11/1 MWF | MPE CH. 9: Understanding Mobile Media DME CH. 12 Mobile Marketing | • MPE CH. 9 & DME CH 12 Q's Sunday, 11/7 | MPE CH. 10 & CH. 11 |
| 11/8 MWF | MPE CH. 10 Setting Campaign Objectives MPE CH. 11: The Campaign Briefing | • CH 10 & 11 Q's due Sun., 11/14 | MPE CH. 12 & CH. 13 |
| 11/10 W | TEAM MEDIA PLAN MP2 DUE @ NOON | MP2: TARGET & MEDIA PLAN | |

PART 3: FINALIZING YOUR COMMUNICATIONS PLAN

| CLASS | TOPIC | COURSE WORK | READING |
|---------------------|---|--|-----------------------|
| 11/15 MWF | MPE CH. 12: Role of Communications MPE CH. 13: Channels of Influence | • CH 12 & 13 Q's due Sun. 11/21 | MPE CH 14, 15 & 16 |
| 11/22 M | MPE CH. 14: Creating an IMC Plan MPE CH. 15: Measurements & Metrics MPE CH. 16: Writing a Plan (NG) | • CH. 14 & 15 Q's due Sun. 11/28 • PROJECT FORMAT | |
| 11/29 M 12/1 & 3 | FINAL MEDIA PLANS DUE @ NOON TEAM ZOOM PRESENTATIONS W & F | SUBMIT PDF IN BLACKBOARD MP3: PRESENTATIONS | |
| 12/8 W | FINAL QUIZ DUE W. BY NOON | FINAL QUIZ | |

- MPE - Media Planning Essentials • DME - Digital Marketing Essentials
- MP - Media Plan Milestones • NG - Not Graded

GRADING

MPE QUIZZES: 50 points X (avg. of your top 10 MPE quiz scores) = your points

DME QUIZZES: 50 points X (avg. of your top 5 DME quiz scores) = your points

Individual Exercises or Forum Posts: 25 pts.

Team Media Plan w/3 Milestones: 75 pts. *See MPE CH. 16 for Project format

Mid-Term: 25 pts.

Final X: 25 pts.

250/Total Possible Points**Grade Scale:**

91 - 100% = A 81 - 90% = B 71 - 80% = C 61 - 70% = D

Student quizzes are due by end-of-day on Sunday's. Be sure to schedule your time. Unless otherwise negotiated, late work will result in penalty points.

Cultural Diversity

WKU and the AD Program are committed to providing an atmosphere of learning representing a variety of perspectives. In Advertising Media, you will have the opportunity to express and experience cultural diversity as we focus our research on issues such as: ethnicity and brand communications, gender stereotypes in the media, and cross-cultural communications. In addition,

assignments are designed to encourage individuality and creative expression. You are encouraged to learn from the information and ideas shared by others.

University Plagiarism Policy

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

From the Office of Student Disability Services

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040).

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

Special COVID Statement

All students are strongly encouraged to get the COVID-19 vaccine. Out of respect for the health and safety of the WKU community and in adherence with CDC

guidelines and practices of all public universities and colleges in Kentucky, the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](#)): [270-745-5004](tel:270-745-5004) (voice), [270-745-3030](tel:270-745-3030) (TTY), or [270-288-0597](tel:270-288-0597) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill