

ADVERTISING MEDIA AND MARKETING STRATEGIES

Fall 2009

Thursday 6:30 to 9:20 pm., Business 176

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Office Hours: By appointment

OBJECTIVE

This course is intended to provide you with theories and concepts of marketing objective and strategy development, particularly as these apply to the use of advertising media to solve communication, advertising and marketing challenges. While attention will be given to the understanding of various advertising media, their advantages and disadvantages, their economics and efficiencies and their audiences, the course will focus on the strategy and how media can become more than just a vehicle to carry the message, but become the message. We will also discuss the planning, selection and evaluation of many major advertising media, however, we will focus on innovative ways to use traditional media and how to discover media that has never been used or thought of before. The class will then be divided into individual media companies and each company will plan and present their media solutions to a real client. This course is also intended to provide you with a “real life” simulation of working as part of a media company presenting for a piece of business.

TEXT BOOKS

- Jim Surmanek, *Media Planning A Practical Guide* McGraw-Hill
- Larry Kelley and Donald Jugenheimer, *Advertising Media: Workbook and Sourcebook*. M.E. Sharpe.
- Malcolm Gladwell, *The Tipping Point* Little, Brown and Company
- Jean-Marie Dru, *Disruption: Overturning Conventions and Shaking up the Marketplace*

SUGGESTED READINGS

Ad Age, Front Page and Marketing Section of the WSJ, NYT Advertising Section, Wired, Fast Company

COURSE ORGANIZATION

This course is organized around a group of activities designed to aid you in the development of your decision-making abilities. Course activities will include, but are not limited to:

- Text and supplemental reading to prepare you for the class lectures and discussions and to provide you with a frame of knowledge within which you will conduct your projects and assignments.
- Lectures (from the instructor as well as industry leaders) and discussions to help you focus on the more important concepts and ideas you'll need to successfully execute your media assignments.
- In-class and out of class exercises to focus on basic concepts and allow you to put these concepts into practice.
- Homework assignments to give you the time to tackle more complex problems than those assigned in class. Homework assignments are due at the beginning of class on the date noted on the syllabus or assignment sheet.
- Examinations to test your retention and understanding of important media information. There is one Midterm and one Final (see the schedule for the dates and time.)

GRADING

Your grade in this class will be based on the activities discussed. The breakdown and grading scale are as follows:

Weekly Class Quizzes/Beginning of Each Class	20%
Mid-Term/Multiple Choice and Short Answer	20%
Mid-Term/Multiple Choice and Short Answer	20%
Take Home Case Write Up	20%
Final Exam/Multiple Choice and Short Answer	20%
Total	100%

PRE-REQUISITES

- Each semester, you'll need to print your official transcript, highlighting all of the journalism courses that you have taken. You'll use this transcript to obtain codes in the journalism office before registering for classes.
- By registering for this course, you are stating that you have taken the required pre-requisite courses (For advertising majors, JOUR 1210, 2010, 2200 and 2310; for advertising minors, JOUR 2010). If the instructor later determines that you have not taken and passed these requirements, then you may be dropped at any point in the semester.
- The Department of Journalism, as of November 2006, will no longer allow students to take a course more than twice. Once you have waited 12 months after receiving a D or F in a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

ATTENDANCE & OTHER POLICIES

- Audible cell phone rings are not allowed in the classroom at any time.
- If a student requires special accommodation, he/she should contact the instructor of this class and the Office of Disability Accommodation. Please do so at the beginning of the semester.
- Homework is listed below, will be announced in class or listed on the web site. If you are going to miss class, make sure you have someone's phone number in order to get notes and your assignment. The assignments are listed below.
- Plagiarism is considered a serious offense and will not be tolerated. If you have any questions about this, please ask.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3040, will help to meet the following student learning outcomes that have been established by the Accrediting Council for Education in Journalism and Mass Communication:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

Course Schedule (subject to change)

Date	Topic	Assignment For This Day
8/27 1	Introduction and Overview	None
9/3	Out of Town	<i>Surmanek</i> Chapters 1-10 <i>Jugenheimer</i>
9/10 2	Fundamental Language	<i>Surmanek</i> Chapters 11-22 <i>Jugenheimer</i>
9/17 3	Analysis and Evaluation Tools Objectives and Strategies	<i>Surmanek</i> Chapters 23-32 <i>Jugenheimer</i>
9/24 4	Review Media Planning Material for Midterm <i>Surmanek/Jugenheimer</i> <i>Tipping Point</i> Part 1	Prepare for Midterm <i>Tipping Point</i> Chapters 1-
10/1 5	Midterm 1 – In class, on <i>Surmanek/Jugenheimer</i> only (first half of class only) <i>Tipping Point</i> Part 2 (second half of class)	Prepare for Midterm <i>Tipping Point</i> Chapters
10/8 6	<i>Disruption</i> Part 1	<i>Disruption</i> Chapters
10/15 7	<i>Disruption</i> Part 2	<i>Disruption</i> Chapters
10/22 8	Review of <i>Tipping Point</i> and <i>Disruption</i> for Midterm Gardenburger Discussion	Prepare for Midterm Case: Gardenburger
10/29 9	Midterm 2 Gardenburger Revisit	Prepare for Midterm Previous Case: Gardenburger

11/5 10	Dewar's Discussion	New Case: Dewar's
11/12 11	Dewar's Revisit Google Discussion	Previous Case: Dewar's New Case: Google
11/19 12	Google Revisit Facebook Discussion	Previous Case: Google New Case: Facebook
11/26	Thanksgiving	None
12/3 13	Facebook Revisit Dove Discussion	Previous Case: Facebook New Case: Dove
12/10 14	Case Write Up Due Discuss Case	Case Write Up – Handed Out on 12/3
12/17 15	Final – In Class	Prepare for Final