

Office Hours: Tue & Thu / 7:15pm - 8:45pm, by appointment

### **Course Description from Baruch:**

The course covers advanced managerial and treatment of the media planning and decision process, including an introduction to the use of digital marketing communications channels. The course includes the role of media considerations in advertising, marketing, and business planning; media strategy (planning, buying, and research); and media effectiveness evaluation, information systems, computer models, and control systems. Recent developments and problems in digital media research are given special attention. *Prerequisite or Corequisite: MKT 9703.*

### **Learning Objectives:**

Upon completion of this class students will be able to:

- Understand media's role in business and marketing and the processes for budgeting, research, planning, buying and evaluation.
- Be aware of all types of media including video (TV & Online), mobile, digital, print, out-of-home, social and alternative/emerging.
- Create a holistic media plan with objectives, strategies, budgets, target audience, media selections, deliveries and measurements.

### **Course Materials and Expectations:**

MKT 9728 is an in-person class utilizing a lecture and discussion format. Industry sourced material gathered online will constitute some assigned readings during the semester. Students are encouraged to ask questions and share opinions and perspectives during each class. Students are also expected to complete assigned readings to help inform their opinions.

One midterm exam will be given to ensure understanding of key material. The midterm exam will consist of both short and long form questions with media calculations included.

Two assignments will expose students to specific details of the media planning business.

One final project (a media plan) will be assigned to reveal students' internal processing of the material and ability to demonstrate real world application.

Select material will be available on Blackboard and is subject to inclusion on the midterm. Learning of this material may also be graded via the assignments and the final project.

Students should conduct themselves in a professional manner by turning off cell phones and other electronic devices (except laptops/tablets if used for note taking), respecting each others' opinions and right to speak, and with consistent attendance and participation during class time.

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Guest speakers may join to address certain topics. The material presented during these sessions is subject to being graded on the midterm exam, assignments, and the final project.

Mr. Jaffe is available for office hours by appointment to discuss course material and assist with work.

Since there is no textbook, students are encouraged to begin reading trade publications in media and advertising. When we all keep up with what's going on in the industry today and talk about the class content in the context of the real world, the discussions are a lot more interesting and relevant. It is strongly recommended that students subscribe to one or two industry newsletters and/or keep up with news from any of the news outlets listed below or your own favorite blogs and sites:

Advertising Age	MarketingProfs
AdWeek	Mashable
All Business	Media Post
Bloomberg	Multichannel News
Broadcasting & Cable	New York Times
Digiday	Recode
Digital Signage Pulse	Search Engine Land
eMarketer	Smart Brief/Marketing & Advertising
iMedia	TechCrunch
Inside Radio	TV Week
Marketing Land	Wall Street Journal

### **Grading Policy:**

Overall grade will be calculated on the following:

Attendance and Participation	10 points
Assignment #1	10 points
Assignment #2	10 points
Midterm exam	35 points
Final Project (Media Plan)	<u>35 points</u>
HIGHEST POSSIBLE	100 points

Attendance and Participation: Three (3) or four (4) absences will result in a 5 point deduction, and five (5) or more absences will result in a ten (10) point deduction. Arrival later than 6:20pm will be considered an absence.

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**Academic Integrity:**

Academic integrity will be each student's key to making the most of this class and fully learning the concepts presented. Each student is expected to complete his/her own work as required and participate fully and actively in all group assignments. Observations of dishonest behavior should be reported directly to the professor and all submissions will be strictly confidential. Penalties will be applied for any dishonest acts including but not limited to cheating, forgery, plagiarism and collusion in dishonest acts. Additionally, all university policies on academic honesty are in full effect and can be found here:

[http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html).

**About the Instructor: Craig Jaffe / [craig.jaffe@baruch.cuny.edu](mailto:craig.jaffe@baruch.cuny.edu) / 646-312-3332**

Craig Jaffe is an award-winning research strategist with 24 years of experience delivering insights for television networks, web publishers, and advertising agencies. He has been reported in The New York Times, Forbes, and other sources as a commentator on the media industry. In the field of measurement, he helps establish industry standards used to audit Google, Nielsen, comScore, and other companies that measure advertising and content. For more information, please visit [www.CraigJaffeResearch.com](http://www.CraigJaffeResearch.com) and [www.linkedin.com/in/CraigJaffeResearch](http://www.linkedin.com/in/CraigJaffeResearch).

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Content Chapters and Learning Agenda

Timing	Content Chapters	Learning Agenda
Weeks 1-2 Jan 30 Feb 1 Feb 6	What is Media Planning and Does Advertising Work?	Strategy. Advertising Effectiveness - by ad type. Variations. Quantifiable. By whom? Success/failure across multiple objectives/goals in media plan (perspectives of advertiser, agency, media)-awareness, direct response, sales volume, likes, downloads, levels of engagement, effectiveness studies, neuromarketing, test and control design, AB testing, optimizer, Starch, TAB, AIDA/CCCK.
Week 2-3 Feb 8 Feb 13 Feb 15 (no class Feb20)	How Much Is Spent on Advertising and Related Trends	Planning budget allocation. Overall. By media type (same/different % vis-a-vis audience share). Ad category. How many companies advertise (top companies, consolidation). How many agencies plan (top companies, unbundling, role). Ad impact on sales. How many media companies accept ads (biggest, consolidation). Geography-where to get a job in/related to media planning.
Week 4-5 Feb 22 Feb 27	Ad Spending Information Collected	Advertiser hierarchy-parents, subsidiaries, brands, campaigns. Who collects. What is collected. How. When. How frequently. Accuracy (Comcast example). Lag time reporting. Facilitating competitive analysis.
Week 5-6 Mar 1 Mar 6 Mar 8	Media Mix	National/local. Media types (i.e. TV/VOD, digital/apps, print, etc). Distributor (enumerate). TP/Pgm/Location/Space (scheduling). Long-tail. Creative executions (units)-types by media, costs, sizes/times. Ad spend-out of pocket, rate card, CPM, CPP, CPC, etc. Frequency. Signature events. Digital ad networks. Exchanges.

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Week 7 Mar 13 Mar 15	Audience Delivery of Media Plan	Impressions. Reach (net unduplicated, deduplicated). Guaranteed/not. Upfront/Scatter. Time spent. Averages/industry norms. Demographics vs behavioral targeting. SEM. SEO. Facilitating target analysis. Post plan analysis.
Week 8 Mar 20	Midterm exam	Midterm exam
Week 8-9 Mar 22 Mar 27	Research, Analytics, and Media Statistics/Currency Data	Accuracy-by media type. How many vendors. Specialization. Single-source. Digital evolution. Programmatic. Attribution. Media math calculations. Definitions.
Week 9&11 Mar 29 Apr 10 (no wk 10)	Media methodologies, Tools, and Techniques	Media plan accountability. How is audience data collected, processed, and reported. By media type. By vendor. Standards and best practices. Panel vs census. Perils/soft spots of methodologies-Unilever and Kellogg case studies. Data-syndicated vs primary.
Week 11-12 Apr 12 Apr 17 Apr 19	Digital Measurement and Impact on Media Planning Accountability	197 different metrics. Vendor service specialization. Market penetration. Holistic view of exposure measurement. Desktop. Mobile. Web. App. Traffic quality-valid/invalid. Served vs viewability. Ad blocking.
Week 13 Apr 24 Apr 26	Scheduling	Recency theory-optimal time when consumer is most receptive. Ad avoidance. Consumer recall/forgetfulness. Competition. CDI/BDI. Flighting vs continuity. Effective frequency.
Week 14 May 1	ROI: Return On Investment	Post plan analysis. Ad impact on sales (continued). Marketing funnel. Engagement metrics - Cost-Per-Action, Cost-Per-Download, referral traffic, trial, etc. Purchase data-Nielsen and IRI. Correlations vs cause-and-effect.

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Week 14-15 May 3 May 8	The Language of Media Planning	Abbreviations. Trade organizations. SVOD-Netflix (non-commercial) impact on viewing. Super Bowl. Social TV analytics.
Week 15-16 May 10 May 15	Final Project (Media Plan)	Final Project (Media Plan)

Notable dates for MKT 9728:

First day of class is January 30, 2018.

Last day of class is May 15, 2018.

No classes February 20, April 3, April 5.

Everyone is expected to attend all classes as documented herein.

On May 17, Mr. Jaffe will be available in the classroom to address any last minute concerns. Attendance is not required for this day.