



# *Independent Study* IN IDAHO

**JAMM 364**  
Advertising Media Planning

**Independent Study in Idaho**  
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The University of Idaho in statewide cooperation with  
Boise State University — Idaho State University  
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# Study Guide

*Independent*

*Study* IN IDAHO

PO Box 443225

Moscow ID 83844-3225

*Self-paced study. Anytime. Anywhere!*

## **Journalism and Mass Media 364 Advertising Media Planning**

University of Idaho  
3 Semester-Hour Credits

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## Independent Study in Idaho

This course is offered by the University of Idaho.

### Advertising Media Planning


**3 Semester Credits: UI**

#### **Welcome!**

Whether you are a new or returning student, welcome to the Independent Study in Idaho (ISI) program.

Before beginning this course, read the information provided below, including course description, prerequisites, required materials, course objectives, and information about lessons, exams, and grading.

#### **Important!**

As you read this section, you will see the following icon: 

Use this icon to direct yourself to the **Appendix** in the back of this study guide for essential registration information, Independent Study in Idaho policies and procedures, and forms you will need to successfully complete this course. You are responsible for understanding and following ISI policies and procedures.



Turn to the **Appendix** now. Familiarize yourself with the information in the *Registration* section, student responsibilities in *Academic Integrity*, and the necessary forms. If there is anything you do not understand, please contact the ISI office for clarification before starting your course.

### **Course Description**

Advertising media planning for broadcast, print and online media; includes interpretation of ratings and market data, media strategies and concepts, and specific buying process in each advertising medium.

### **Prerequisites**

JAMM 265 (Principles of Advertising)

### **Course Materials**

#### **Required Course Materials**

There are two basic texts for the course. The first includes a computer disk with media planning software, available for Windows, or Apple computers.

*You will need to choose the text according to which type of computer you will be using for the course.*

- Martin, Dennis G., and Robert D. Coons. *Media Flight Plan IV*. 4<sup>th</sup> ed. Provo: Deer Creek Publishing, 2001.
  - Windows ISBN: 0-9632515-5-4
  - Macintosh ISBN: 0-9632515-6-2This book offers an inexpensive version of media planning software that will help you understand the process and decisions involved in advertising media planning.

- Surmanek, Jim. *Media Planning: a Practical Guide*. 3<sup>rd</sup> ed. McGraw-Hill Trade, 1996. ISBN: 0844235121  
This is an excellent resource written in brief chapters by an actual media planner with many years of experience. It will help define the special jargon and concepts unique to advertising media planning. Media planners and sellers speak their own language; it is important that you learn it.

Your Independent Study in Idaho course will function as the main guide in tying these two texts together and, for some topics, will be the main source of content. Many assignments will come from the *Media Flight Plan IV* book; others will be developed in this independent study course.

### **Reading Assignments KEY:**

Surmanek: refers to *Media Planning: A Practical Guide*, by Jim Surmanek

MFP: refers to *Media Flight Plan*, by Martin and Coons

Independent Study in Idaho course materials are available for purchase at the University of Idaho Bookstore. Visit the UI Bookstore's Web site, <http://www.uidahobookstore.com>, select *Textbook, Independent Study* for a list of course materials. You may order online, by telephone, (208) 885-7334, or by e-mail to [uibooks@uidaho.edu](mailto:uibooks@uidaho.edu).

Independent Study in Idaho courses are updated and revised periodically. Ordering course materials from the UI Bookstore at the time of registration allows you to purchase the correct edition(s) of textbooks, study guides, and supplemental materials. If purchasing textbooks from another source, refer to the ISBN(s) for the textbook(s) listed for this course to ensure that you obtain the correct edition(s). If you have questions regarding the course materials you have ordered and received, contact the UI Bookstore.

## **Course Introduction**

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We will learn advertising media planning for all media, including broadcast, print, and the Internet. The course includes interpretation of ratings and market data, media strategies and concepts, and specific buying processes in each advertising medium.

Media planners have one of the most important jobs in advertising. They decide how to spend advertising money, and we aren't talking about small amounts. In 2003, advertisers spent almost \$300 billion on advertising in the U.S. alone! That's right, \$300 billion. That's almost as much as the Pentagon's budget that year and represents about 3 percent of U.S. total gross national product.

Welcome to our independent study course on advertising media planning. Through a series of readings and assignments you will learn how to plan advertising so that all those dollars will be effectively spent, not wasted.

This course is designed to help college students studying advertising and business people who want to make sure that their hard-earned advertising dollars are used efficiently. We will teach you methods that you can use to maximize the effectiveness of your media plan and minimize the cost. We will study how today's professional media planners operate and also learn the media concepts that they apply to media problems.

## **Lessons**

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### **Overview**

There are 18 lessons in the course.  
Each lesson includes the following components:

1. a reading assignment in the texts,
2. a discussion from me, and
3. a written assignment to send in.

The lessons are designed to supplement and clarify your readings in the textbooks.

The assignments in each lesson are designed to give you experience with the real life problems of media planning. Many of them are numerical in nature, but don't let the math scare you! Media planning is not rocket science, and the math involved is simple and straightforward. The purpose of the assignments is to teach you how media planning concepts are applied. It is the understanding of the concept that is most important.

Be careful that you read all the instructions. Our textbooks do not contain extensive reading and large amounts of content. My discussions in this correspondence course will be necessary reading for complete understanding. I will amplify what you read in the text and will explain the assignment in order to help you understand it, but none of that will do any good if you don't read everything.

**It's very important that you read all assignments and instructions carefully.** Since you and your instructor are conversing by mail or e-mail and not face to face, your instructor doesn't have the chance to verbally talk you through potential problems. Make sure that you read everything carefully and you won't have any trouble. Submit your assignments for each lesson as explained in this study guide and your registration packet.

**Remember:**

For each of the lessons, do things in **this order**:

1. Read my discussion in each lesson of this study guide.
2. Read the textbook reading assignments.
3. Come back to this study guide and read the assignment discussion.
4. If asked to do so, return to the *Media Flight Plan* text to read the assignment and complete it.
5. Send in your lesson.

**Study Hints**

- Complete all assigned readings.
- Set a schedule allowing for completion of the course one month prior to your desired deadline.  
(An *Assignment Submission Log* is provided for this purpose.)



See the **Appendix** at the back of this study guide for essential ***ISI policies on submitting lessons to your instructor.*** See the letters sent in your registration packet for ***your instructor's requirements: how to format and submit lessons; number of lessons you may submit at one time, and lesson guidelines.***

**Exams**

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**Overview**

- You must wait for grades and comments on lessons prior to taking each subsequent exam.

- For your instructor’s exam guidelines, refer to the letters sent in your registration packet and the *Exam Information* sections in this study guide.

There will be two exams, a midterm and a final. The exams aren’t hard if you do your part in reading carefully and studying the material. The exams are designed to test your understanding of the *media concepts* that you learn and will sometimes ask you to apply those concepts in simple media problems. Each test includes multiple choice and true/false questions. **Make sure that you have a calculator with you for the exam.**

The first exam will be after lesson 9, the final exam after lesson 18. The first exam covers all assigned readings for the first nine lessons. The final exam covers, for the most part, the assigned readings for the last nine lessons. Of course, the final exam will also cover basic concepts that are used throughout the course. Submit all lessons preceding each exam prior to requesting it.

See *Grading* for specific information on exams, points, and percentages.

### Choosing a Proctor/Scheduling Exams

All exams require a proctor unless an exam is self-administered.



See the **Appendix** for guidelines on *how to choose a proctor and schedule exams*.

### Media Plan

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At the end of the course you will need to send in a complete media plan of 10 to 15 typed pages (lesson 18). *Media Flight Plan IV* is set up to help you do this. A complete explanation of this project is in this study guide after lesson 17. This final project represents evidence of all you have learned and will give you the opportunity to use the *Media Flight Plan* software to make your decisions. Don’t worry about the length of this paper. Many of the pages consist of printouts from the software itself.

This project will be a tremendous learning experience for you, since you will make all the decisions necessary for producing an advertising media plan. *Media Flight Plan IV* also includes complete examples of what an advertising media plan looks like and includes.

### Grading

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I believe that you learn more by **doing** than by **listening** or **reading**, so your grade depends heavily upon your assignment work and less on your test-taking ability. Do a good job on your assignments and you will find that you learn a great deal and the course will not be difficult for you. Notice that the media plan project (lesson 18) is worth more than either of the exams.

The grade for this course will be determined as follows:

Lessons 1–17:	50 percent of Final Grade
Exam 1:	15 percent of Final Grade
Media Plan Project	20 percent of Final Grade (lesson 18)
Final Exam:	15 percent of Final Grade

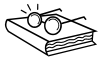
Each lesson assignment, media plan, and exam will be given a letter grade, including plus and minus.

At the end of the course, your scores are turned into numbers to compute your overall grade for the course, according to this system:

A	4.0	C	2.0
A -	3.7	C -	1.7
B +	3.3	D +	1.3
B	3.0	D	1.0
B -	2.7	D -	.7
C +	2.3	F	0

Since the University of Idaho only gives grades of A, B, C, D, or F, without pluses or minuses, your final course grade will be one of these. The pluses and minuses you receive on the assignments are worked into your final grade.

The final course grade is issued after **all** lessons and exams have been graded.



See the **Appendix** for information about *confidentiality of student grades, course completion and time considerations*, and *requesting a transcript*.

## **About the Course Developer**

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As an account executive and advertising agency owner, I have used these concepts in planning and buying advertising for many different clients since 1972. I have taught media planning at the University of Utah, Washington State University, and for the last 21 years at the University of Idaho, where I currently teach a number of different advertising courses.

My professional experience includes eight years of commercial television production and operation, six years as an account executive with Gardiner Advertising in Salt Lake City, Utah, and 27 years working in my own small ad agency.

I love advertising. I enjoy watching it, studying it, doing it, and talking about it. It's an exciting business full of challenges and opportunities, and one of the most challenging jobs of all is that of the advertising media planner.

Let's get going!

Mark Secrist

## **Contacting Your Instructor**

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You will receive *course and instructor contact information* in your registration packet.



See the **Appendix** for detailed information on *contacting your instructor*.

## **Disability Support Services**

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See the **Appendix** for *information on Disability Support Services (DSS)*.

## Assignment Submission Log

Lesson	Reading	Written Assignment	Date Submitted
1	Surmanek: Introduction, Chapter 1	A Media Trip	_____
2	Surmanek: Introduction, pp. 1–3 MFP: Chapter 1, pp. 90–94	MFP Exercise 4	_____
3	Surmanek: pp. 71–74 MFP: Exercise 5	MFP Exercise 5	_____
4	Surmanek: pp. 74–75 MFP: Exercise 6	MFP Exercise 6	_____
5	Surmanek: pp. 77–81, 160 MFP: Exercise 1, pp. 3–6	MFP Exercise 1	_____
6	Surmanek: pp. 27–47 , 140–141 MFP: Exercise 8	Rating Points	_____
7	Surmanek: Chapter 24, 103–111 Chapter 19, pp. 85–88 MFP: Exercise 7	MFP Exercise 7	_____
8	Surmanek: pp. 127–128 MFP: Exercise 3, pp. 11–13	MFP Exercise 3, pp. 11–13	_____
9	Surmanek: pp. 125–126, 91–94, 128–129, 29 MFP: Exercise 2, pp. 7–9	MFP Exercise 2, pp. 7–9	_____
<b>It is time to make arrangements with your proctor to take Exam 1.</b>			
10	Surmanek: pp. 128–131, 41–42	Ride the Boards	_____
11	None	Study Your Junk Mail	_____

<b>12</b>	Surmanek: pp. 123–124	Radio Advertising Chart	_____
<b>13</b>	Surmanek: pp. 9–22, 37–38, 99–101, 104, 115–116 MFP: Exercise 15, pp. 81–85	MFP Exercise 15	_____
<b>14</b>	Surmanek: pp. 116–117, 120–122	Television Station Visit	_____
<b>15</b>	Surmanek: pp. 131–134	Ads on the Internet	_____
<b>16</b>	Surmanek: pp. 137–142, 158, 92 MFP: Exercise 12, p. 56	MFP Exercise 13	_____
<b>17</b>	Surmanek: pp. 155–178 MFP: Exercise 14, pp. 77–80	MFP Exercise 14	_____
<b>18</b>	Surmanek: Chapter 32, pp. 193–196 MFP: pp. 89–114	Media Plan Project	_____

**It is time to make arrangements with your proctor to take the Final Exam.**

# Lesson 1

## An Introduction to Advertising Media Planning

### Lesson Objectives

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- 1-1 Change your perception of advertising
- 1-2 Understand the importance of advertising media planning
- 1-3 Realize some of the complexities and questions of media planning
- 1-4 Become more aware of the advertising media around you

### Reading Assignment

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Surmanek: the Introduction and Chapter 1 (overview)

### Discussion

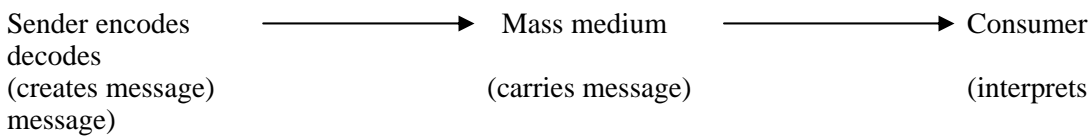
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#### **Setting the stage for learning about advertising media planning:**

The media have changed dramatically in the last few years; just one example is the stunning growth of the Internet. Another major media trend is the fragmentation of television into several networks and dozens of cable channels.

One of the first things I tell my media planning students each year is that they will need to change how they see the media. By that, I mean how they **perceive** the media. Advertisers see the media as a way to get messages to their potential customers, as **vehicles** for messages (ads). This is often a new perspective for the student.

All your life you have viewed the media as a consumer, a **receiver** of messages. Now, turn that around and imagine yourself as someone who is going to send a message to thousands of people and you are looking for a way to do that. The medium is the way! That's how advertisers perceive the media—as the channels that carry messages. The medium is the middleman between the sender of the message (the advertising copywriter) and the receiver of the message (the consumer).



Advertising can be split into two big parts:

CREATIVE and MEDIA.

When advertising people meet, they ask each other if they work in creative or on the media side.

Creatives, of course, are those who CREATE the advertising; they are the artists, art directors, copywriters, broadcast producers, and creative directors.

Media types are those who control HOW, WHERE, WHEN, and HOW OFTEN the ad will be used. They are the media planners and buyers; they decide how to use the media to get the ad message to its intended target audience.

**Advertising can fail two ways:**

- when the creatives make a poor ad, or
- when the media planners make poor decisions.

Advertising is successful when the ad gets the consumer's attention and communicates the sales message well (CREATIVE) and when the right people see it at the right time (MEDIA). Advertising doesn't work unless both the creatives and the media people do a good job.

???

WHICH MEDIUM should we choose for your advertising? Should we advertise on the radio or put up billboards on the freeway? Does this ad need to be in the newspaper or in a magazine? And what about television? Can we really afford to run TV spots? Maybe direct mail can do the job? How should we add Internet advertising to the schedule?

And then, after the media planner has chosen which medium to use, we have questions like these: should we use 30-second spots or 60s, black and white ads or color, small 8-sheet billboards or big painted rotaries? And do we want to have pop-up ads on the Internet? What SIZE should our ads be?

But wait a minute. What about the TIMING of our advertising? When should the ad run? What season, what month, what week, what day, what hour of the day? And in which program? During Paul Harvey at noon, or in the fashion section in the paper? How about the break right before the kickoff of the Super Bowl?

WHERE should our ads run? In Montana and New Jersey, the southern states, or all across the nation?

The media planner has to answer many important questions about where, when, how much, and how often advertising should happen. The answers to these questions are crucial to the success of the ad campaign. If the media planner makes the wrong choice, thousands and even millions of dollars might be wasted.

Due to the increasing cost of advertising, advertisers are placing even more pressure on media planners to spend their money wisely, and because of this concern on the client's part, the people who plan and buy advertising in the media find themselves in an increasingly important position.

Chapter 1 in the *Media Planning* text sets the stage for your study of media planning and gives you some broad definitions. Notice the table of media characteristics on pages 2–3. Study it carefully. Do you see how different advertising media may be used to accomplish different advertising objectives?



(Special thanks to B.J. Secrist, my son, for the above illustration.)

Media planners can get caught in the middle between the client, the agency, and the media. Successful media plans require research, creativity, and conciliation.

## **Written Assignment**

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Please read the **Appendix** in the back of this study guide for essential Independent Study in Idaho policies and procedures, and forms you will need to successfully complete this course. You are responsible for understanding and following ISI policies and procedures. If there is anything on these pages you do not understand, contact the ISI office for clarification. Before starting the written assignment for Lesson 1, see the letters sent in your registration packet for your instructor's requirements: **how to format and submit lessons, number of lessons you may submit at one time, and lesson guidelines.**

### ***A Media Trip***

Scan the table of media on pages 2–3 in the *Media Planning* book. This is just a basic list and does not even include the Internet. There are many other advertising media. Notice the ads on a gas pump, a shopping cart, the back of a toilet stall, even on the sidewalk. Advertising is indeed all around us.

Next time you leave the house, take a notepad with you and jot down the various advertising media that you see. Be specific. You might want to study the media on a shopping trip to the mall, a lunch out, or going for groceries. The key here is for you to go about your regular activities, but carefully **WATCHING** for the ads.

You have seen advertising all your life, but now I would like you to look at it differently. It is a sales message trying to get your attention. Do you tend to give it your attention or ignore it?

Be very alert—list any ad message you see and note what media type it is. Then summarize what you have learned from this exercise. (Do not make your report longer than two typed pages.)

If you are unable to go out, peruse a medium of your choice—Internet, radio, magazine, etc.—and analyze the ads.