

# ADV 385 Media Management

**Semester:** Fall 2018

**Class Meets:** MW 3:00 pm – 4:15 pm in PAR 203

**“We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.”**

**– Pierre Omidyar, Founder of Ebay**

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## COURSE DESCRIPTION

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**1) Course Description:** Media management seeks to teach students how to identify consumer behavior and tailor the specific media response in the most strategically effective way. This course introduces the theoretical concepts in media management and the practical applications to specific media strategies. The course teaches students to articulate the management decisions advertisers face in developing and executing media strategies. Students should learn how to articulate the strategic process of advertising management, to understand the factors influencing media management decisions, to strategically evaluate functioning advertising management strategies, and identify, formulate and defend advertising decisions grounded in media management issues.

### 2) Course Learning Outcomes:

**WHAT: Identify and critically analyze issues related to media management while using a Theory X Practice approach**

**HOW:** Students will be introduced to a variety of topics related to media management. Class meetings will feature both theoretical foundations and practical applications of each topic.

**WHAT: Develop a media plan that addresses a client's primary business objectives.**

**HOW:** Students will form groups and complete a media plan that addresses business objectives for a local Austin business. Their media plan will be presented at the end of the semester.

**WHAT: Students will creatively address business problems using a variety of media principles.**

**HOW:** Students will participate in the Ketchum Mindfire Challenge.

**WHAT: Define, identify, and research a specific, topic of the student's choosing related to media that leads to a "Subject Matter Expert (SME)" level of knowledge**

**HOW:** Students will research a media topic of their choosing. The topic can be one we covered in class or another topic that is of interest to the student's preferred career path.

### 3) How to succeed in this course:

**Come Prepared to Participate:** Come to class having prepared for the day by reading and be ready to discuss the day's material.

**Collaborate with Classmates:** A career path in advertising is driven through collaboration and discussion. Working in teams is crucial to brainstorming creative, strategic solutions.

**Give Feedback:** Throughout the semester, please give your feedback on how you learn or topics that interest you.

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## COURSE REQUIREMENTS:

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### 1) Required Readings:

- HBR Case Studies
- The Course website on Canvas
- Readings posted on the course website and/or distributed in class

### 2) Classroom Expectations:

**Respect your fellow classmates:** In this course, we will have several class discussions. Opinions are welcomed; however, it is important to remember that others might not hold your same viewpoint. Discussions and healthy debates are an important part of the educational process. Please remember to respect your classmates and your professor in all classroom discussions. If you are in violation of this

policy, you may be asked to leave the classroom. If you are asked to leave for behavioral violations, you will be counted as absent for the day.

**Know your industry:** Students should read blogs, newsletters, or other periodicals that are relevant to the class discussion and provide thought-provoking content for class each week. Media is a quickly evolving field, and it is crucial to stay on top of new developments.

**Take full advantage of every opportunity:** The University of Texas at Austin and the Moody College of Communication provides many wonderful resources to students. You should take advantage of every guest speaker, workshop, meeting, etc. that is made available to you. So often these connections and lessons can help land you an internship or a job.

### 3) Major Course assignments:

**Exams: (2 exams – 20% each, total 40%):** Students are expected to read all assigned readings. These exams will assess what students have learned from course readings, lectures, and lab activities.

**Client Strategic Plan: (20%):** All groups will develop a strategic plan for a local company. The plan will feature a short-term and long-term strategy that addresses the business's primary objectives. More detailed assignment sheet to follow.

**Client Strategy Presentation (10%):** Presentations will take place at the end of the semester and will require student groups to present their strategic plans. Presentations will be formal and will require students to wear business casual dress. More detailed assignment sheet to follow.

**Individual Media Research Paper (10%):** Students will write a research report about a media management topic of their choice. This is an individual assignment. The paper should be 3-5 pages in length (not counting references, tables, etc.) and follow proper formatting guidelines (APA or MLA is acceptable). More detailed assignment sheet to follow.

**Ketchum Mindfire Challenges (10%):** Students will participate in the Ketchum Mindfire challenge. You will receive access to the Ketchum portal, which will include problems that Ketchum's client roster is currently facing. You will develop a creative idea that addresses the client ask. This challenge gives you an idea of the real problems agencies face, an opportunity to win prize money, and an opportunity to impress Ketchum.

**Class Discussion, Attendance, and Professional Conduct: (10%):** Come to class prepared and ready to actively discuss readings and lectures, interact with classmates, the instructor, and industry guests. You will learn that learning flourishes in an active environment, and you are expected to help foster engagement throughout the course. I will evaluate your final participation grade based using the following rubric:

A = Student engages in all activities; interacts with class members during face-to-face by providing constructive feedback; expresses individual thoughts and poses questions during each class session; actively participates in each small group session; volunteers for class discussion; prepared and familiar with course material when called upon; does not use technology (phones, tablets, laptops) inappropriately during class.

B = Student sporadically fails to participate in-class discussion or on learning tasks. Student demonstrates lack of preparedness during class by not actively participating with group members to accomplish tasks. Student only occasionally volunteers for discussion, and comments/ questions are off-topic. Student uses technology (cell phones/tablets) for activities unrelated to the course.

C = Student seldom volunteers to express ideas or shares thoughts during face-to face meetings. Student's responses to questions demonstrate vague familiarity with module readings. Student is passive during group projects and needs reminders to stay on topic or to actively participate. Student frequently uses technology (i.e. cell phone, tablets) inappropriately during class.

D and below = Student never volunteers, cannot answer direction questions related to the readings, participates in less than a semester of online discussion activities, and does not participate in group work during face-to-face sessions. Student is routinely using technology inappropriately in class (i.e. texting, emailing, Facebook-ing, etc.). Lack of participation and preparedness, both online and face-to-face, is routine throughout the semester.

#### 4) Course grades:

##### Course Assignment Grades

Assignment	Percent of Final Grade	Due Date
Exam 1	20%	10/10
Exam 2	20%	11/14
Individual Media Research Paper	10%	10/17
Media Plan	20%	12/10
Media Plan Presentation	10%	12/3 – 12/10
Ketchum Mindfire Challenges	10%	TBD
Class Discussion, Attendance, Professional Conduct	10%	N/A
<b>TOTAL</b>	<b>100%</b>	

##### Course Final Grading Scale:

Proportion of Points	Letter Grade
92.5% - 100%	A
89.5% - 92.4%	A-
86.5% - 89.4%	B+
82.5% - 86.4%	B
79.5% - 82.4%	B-
76.5% - 79.4%	C+
72.5% - 76.4%	C
69.5% - 72.4%	C-
59.5% - 69.4%	D
Below 59.4%	F

## 5) Course Schedule:

Please Note: The course schedule is subject to change. Students are responsible for changes that are announced in class, on Canvas, and by email.

Date	Topic	Assignment Due
<b>Week One (Wed. Aug 30): Course Introduction</b>		
Wed., Aug. 29	Course Syllabus Review	
<b>Week Two: Introduction to Media</b>		
Mon., Sept. 3	Labor Day (No Class)	
Wed., Sept. 5	Intro to Media/The Case Method	
<b>Week Three: Issues &amp; Brand Management</b>		
Mon., Sept. 10	Issues in Media and Advertising	
Wed., Sept. 12	Brand Management	
<b>Week Four: Identifying and Defining Client Challenges</b>		
Mon., Sept. 17	Identifying and Defining Client Challenges	
Wed., Sept. 19	Case Day	
<b>Week Five: Research &amp; Audiences</b>		
Mon., Sept. 24	Media Research	
Wed., Sept. 26	Media Audiences & the Consumer Journey Part I	
<b>Week Six: Audiences &amp; Strategy</b>		
Mon., Oct. 1	Media Audiences & the Consumer Journey Part II	
Wed., Oct. 3	Principles of Planning Media Strategy	
<b>Week Seven: Exam One</b>		
Mon., Oct. 8	Exam Review	
Wed., Oct. 10	<b>EXAM ONE</b>	Exam 1
<b>Week Eight: Digital/New Media</b>		
Mon., Oct. 15	Digital Media Part I	
Wed., Oct. 17	Digital Media Part II	Individual Media Issues Paper
<b>Week Nine: Traditional Media</b>		
Mon., Oct. 22	Traditional Media I	
Wed., Oct. 24	Traditional Media II	
<b>Week Ten: Media Budgets &amp; Scheduling</b>		
Mon., Oct. 29	Media Budgets & Scheduling I	
Wed., Oct. 31	Media Budgets & Scheduling II	
<b>Week Eleven: Testing &amp; Evaluation</b>		
Mon., Nov. 5	Testing & Evaluation I	
Wed., Nov. 7	Testing & Evaluation II	
<b>Week Twelve: Exam Week</b>		
Mon., Nov. 12	Exam Review	

Wed., Nov. 14	<b>EXAM TWO</b>	Exam 2
<b>Week Thirteen: Thanksgiving Holiday</b>		
Mon., Nov. 19	Media Plan Work Day	
Wed., Nov. 21	<b>Thanksgiving Holidays: No Class</b>	
<b>Week Fourteen: Media Presentations</b>		
Mon., Nov. 26	How to Present to a Client	
Wed., Nov. 28	Media Plan Work Day	
<b>Week Fifteen: Media Plan Presentations</b>		
Mon., Dec. 3	Group Media Plan Presentations	
Wed., Dec. 5	Group Media Plan Presentations	
<b>Week Sixteen: Media Plan Presentations/Course Review</b>		
Mon., Dec. 10	Group Media Plan Presentations	

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## POLICIES AND RESOURCES

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### 1) Classroom Policies:

- A. **Grading Policies:** In this course, grades are not given. They are earned. Therefore, I do not give you a grade; rather, you earn your grade. For each assignment, you will be provided with a detailed rubric of how you earned your final score.
- B. **Policy on late work:** Late Work will not be accepted. Exceptions will be made under extreme circumstances, if the student discusses the issue with the instructor ahead of time, either in person or via e-mail/phone.
- C. **Plagiarism:** In accordance with the UT Honor Code, Plagiarism will not be tolerated in this course. If words are not your own or are taken from another source, they must be properly quoted and cited. If you have any questions about plagiarism, proper citations, etc., please see me. Please read the <http://deanofstudents.utexas.edu/conduct>
- D. **Policy on absences:** Attendance is mandatory. In order to be successful in this course, it is imperative that you attend every single class. You are allowed two free absences for whatever reason you choose. After that, all future absences will result in deducted points from your class participation grade.
- E. **Course Communication:** All emails should be written in a professional manner. I will not respond to emails that are not properly formatted and/or include severe spelling/grammatical errors. I will assume that your email is spam if it is poorly written. If you are unsure as to how to properly format an email, please visit: <http://smallbusiness.chron.com/proper-business-email-format-40878.html>. Technology will be used in this course. Laptops, iPads, tablets, etc. are welcomed in this classroom. HOWEVER, these items should only be used for classroom-related activities. Please silence all devices before class begins. If you are playing on Facebook, Twitter, Instagram, Snapchat, checking email, etc. during class, you may be asked to leave. If you are asked to leave for this reason, you will lose classroom participation points.

### 2) University Policies and Resources:

- A. **University of Texas Honor Code:** The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the

University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

**Mandatory reading:** All students agree to read then abide by the University of Texas at Austin's *Standard of Academic Integrity* and understand the nature of *Academic Dishonesty* as defined by UT-Austin at: [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php) and [http://deanofstudents.utexas.edu/sjs/acadint\\_what\\_is.php](http://deanofstudents.utexas.edu/sjs/acadint_what_is.php)

- B. Student Accommodations:** Students with a documented disability may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259 (voice) or 1-866-329-3986 (video phone).

<http://ddce.utexas.edu/disability/about/>

- Please request a meeting as soon as possible for us to discuss accommodations
- Please notify me as soon as possible if the material being presented in class is not accessible
- Please notify me if any of the physical space is difficult for you.

- C. Accommodation of Religious Holidays:** By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

### 3) University Resources for Students:

#### A. Moody College Writing Support Program

The Moody College Writing Support Program, located in BMC 3.322, <https://moody.utexas.edu/students/moodywriting> offers one-on-one assistance without charge to students seeking to improve their professional writing in all fields of communication. We have specialists in Journalism, RTF, CSD, CMS, and PR and Advertising. In addition, we offer workshops to strengthen core-writing skills in each field and to inspire students to strive for excellence. Students may book half-hour appointments on our website or drop in for assistance during all stages of the writing process.

#### B. Counseling and Mental Health Services

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For *immediate* support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | [512-471-3515](tel:5124713515) | [cmhc.utexas.edu](http://cmhc.utexas.edu)
- CMHC Crisis Line: 24/7 | [512.471.2255](tel:5124712255) | [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)

CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW

- M-F 8-5p | CMA 4.134 | [512-471-7642](tel:5124717642) (Please \*leave a message\* if she is unavailable)

*FREE Services* at CMHC:

- Brief assessments and referral services
- Mental health & wellness articles - [cmhc.utexas.edu/commonconcerns.html](http://cmhc.utexas.edu/commonconcerns.html)
- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html](http://cmhc.utexas.edu/mindbodylab.html)
- Classes, workshops, & groups - [cmhc.utexas.edu/groups.html](http://cmhc.utexas.edu/groups.html)

### 4) Safety Information:

- A. Behavior concerns advice line:** If you're worried about the behavior of a classmate, roommate, friend, etc., please call the Behavior Concerns Advice Line (BCAL) at 512-232-5050. For more information, please visit: <https://operations.utexas.edu/units/csas/bcal.php>.

- B. Emergency Planning:** In case of emergency, proper plans can be found online at <https://operations.utexas.edu/units/csas/plans.php>.