

ADV345J Media Foundations

Section I [06340, 06345, 06350, 06355] & Section II [06360, 06365, 06370, 06375]

Spring 2019

Lisa Dobias, Associate Professor of Practice

BMC 4.360

Section I, WAG 101 TTh 9:30 – 11:00 a.m.

Section II, GEA 105 TTh 3:30 – 5:00 p.m.

Dobias@austin.utexas.edu

Office Hours: TTh 12:30 – 2:00

& by appointment

Teaching Assistants

Duo Wang – buduo.wang@utexas.edu

Sujin Kim – sujin.kim@utexas.edu

Qin Gu – guqin@utexas.edu

TA office hours posted in your lab syllabus.

Welcome to a Semester of Discovery

Each semester provides new challenges, new experiments, and new learning for all of us. As you transition fully into your upper-division education in your major, **it is critical that we challenge you to really explore who you are and how you think.** Beyond delivering new course content, and developing new skill sets, this course is designed to assist you in discovering what your post-graduation life might look like, and to start bringing that future to life.

Requirements for Our Not-so-Typical Introductory Course

Canvas: <https://courses.utexas.edu>

All materials, including your syllabus, class schedule, lecture notes, practice assignments and grades will be posted on this site under the link for this class. You will need a UT-EID to access your materials. Please note that important, relevant news articles and supplementary video links will be uploaded throughout the semester as they come up. Also, please note that for ease all of our sections have been grouped together on Canvas under one lead unique. To be sure you have your correct unique number for lab meeting times and other important items, please check your official course schedule, not the unique number posted on Canvas.

Calculator: A basic function calculator is needed. Calculators with a memory key are recommended. Each student is responsible for bringing their own calculator to exams.

Project Materials: You will be completing a major three-part team project in this class. You and your group are together responsible for the costs associated with the producing, printing, binding and presenting of this work.

Regular Lab Attendance and Participation: Once lab begins, you will be expected to attend regularly participate and contribute. This will be a major grade component.

An Open Mind & A Good Attitude: Media is the hot spot of the communications industry today. As a core required course, this course will be very applicable to your future career in communications, regardless of your area of expertise.

Course Flags

Writing Flag: This course carries the Writing Flag. Writing Flag courses are designed to give students experience with writing in an academic discipline. In this class, you can expect to write regularly during the semester, complete substantial writing projects, and receive feedback from your instructor to help you improve your writing. You will also have the opportunity to revise one or more assignments, and you may be asked to read and discuss your peers' work. You should therefore expect a substantial portion of your grade to come from your written work. Writing Flag classes meet the Core Communications objectives of Critical Thinking, Communication, Teamwork, and Personal Responsibility, established by the Texas Higher Education Coordinating Board.

Quantitative Reasoning Flag: This course also carries the Quantitative Reasoning flag. Quantitative Reasoning courses are designed to equip you with skills that are necessary for understanding the types of quantitative arguments you will regularly encounter in your adult and professional life. You should therefore expect a substantial portion of your grade to come from your use of quantitative skills to analyze real-world problems.

Course Overview

In addition to carrying two flags, this is a not-so-typical course because this is a not-so-typical time in our industry and in your career as a student. The fields of advertising and PR, particularly the media side of things, are some of the most dynamic and rapidly transforming industries in existence. On every front, change defines the reality of how consumers consume, participate in, contribute to, and control the media landscape today. It is essential that all of our students, regardless of their future job title or description, have a working knowledge of and appreciation for the world of media where our customers come into direct contact with our brands. It is also critical for our students to understand that future professionals in advertising and PR, they will have a place in shaping the course of the media industry unlike any generation before them. For this reason, they must have a firm grasp on the foundations of media strategy plus a knack for experimentation in an ambiguous and harsh environment. Finally, it is critical that our students fully understand all potential areas for their future, including work within agencies, but also on the capacities of media providers and clients alike. **"Typical" simply just won't cut it.**

Our course is designed to provide you with a broad-based consumer-centric exposure to media. We will help you create a solid foundation for thinking and doing that is transferable across both existing and emerging contexts. Class lecture, practice work, outside activities, exams and projects will cover both a theoretical exploration of media and practical application to be sure you are ready for not only your first job out of college, but for the one you want 5...10...20 years from now.

All lecture notes, readings, videos, and other course materials will be uploaded to your class Canvas for your review and use. Feel free to download and take notes directly on lecture slides. Note that a summary of the daily notes is presented in most lectures in the "notes pages" section of the PowerPoint for each conversation. The use of laptops is encouraged in class, but please refrain from extra-curricular online activities during lecture as this is highly distracting to others around you.

Course Prerequisites: ADV 318J, STA 309 (or equivalent). Be sure you have received full credit for this prerequisite, or else you may be dropped by the department on the 12th class day. If you have any questions, please visit with your College of Communication Advisor as soon as possible.

Course Objectives

This course is more than learning about media. **It is about becoming a fierce critical thinker who has curiosity at your core. Building discovery and analytical problem solving into your DNA will make you a stronger media/PR/creative/account/everything else professional.** To get that process started, by the end of this semester, you will:

- **become** even smarter about how paid, earned and owned media environments work
- **experience** a completely different side of the advertising and PR business
- **build** a new paradigm and vocabulary so that you can talk more proficiently both now with your classmates and intern supervisors, and later with your future clients and colleagues
- **understand** the ongoing theories and processes involved in developing robust consumer communities and relationships
- **better interpret** data and other research findings, some of which will contradict
- be able to identify and strategically evaluate various **options**
- **become more comfortable** using both qualitative and quantitative support for your decisions and ideas
- **learn the basic tools and critical thought process** involved in developing a communication platform, media strategy, and detailed plan of implementation
- **practice** these basic tools and strategies
- **feel more prepared** for a future that will most definitely require you to determine, measure, and meet quantifiable goals
- **have some fun!**

Course Format

There are five distinct sections of this course as follows:

Part I: Navigating Today's Media Environment

Part II: Finding Answers to Media Questions

Part III: Determining Your Media Vision & Accountability

Part IV: Making Your Vision a Reality

Part V: Selling In Your Ideas

These sections are detailed in an accompanying daily plan of attack also posted on Canvas for your regular reference. In general, each of course sections will come to a close with a culminating event – either an exam or project presentation.

Successful media strategy development is a function of both art and science.

The Science of Media

- **Exams:** Three exams will cover materials presented in lectures, assigned readings, homework and any guest lectures. Exams are primarily hands-on application in the form of calculation questions. Portions of the exams will also combine short answer, true/false and multiple choice, etc. **Course exams will be administered in three evenings outside of our regularly scheduled class in a specially designated room. If you have another documented UT conflict, or qualify for documented accommodations, you are responsible for notifying your instructor in person by Friday, February 15 so that proper arrangements may be made.**

There will be no make-up exams given throughout the semester with the exception of students experiencing a serious personal injury or illness that is documented by a recognized professional. Students who are affected in this way must notify me within 24 hours of the exam and must provide the appropriate documentation upon their return. Many issues will also need to go through the approval process via UT Student Services. Students with a serious, on-going illness that impacts their ability to regularly participate in class or exams should consult with me immediately regarding options to be considered.

All students should be aware of the following exam policies:

- Make up exams are rare, only granted for those with valid excuses as just described.
 - Students must bring their UT student ID and their own calculators to the tests. Students cannot share calculators, and cell phones or other personal devices are not allowed as substitutes.
 - While taking exams, only exam papers, approved calculators, pencils and highlighters may be on a student's desk.
 - Full scholastic honesty is expected. Any dishonest activities are strictly punished according to UT's policy on scholastic dishonesty.
 - Exams will not be returned to students, but will be available for review during office hours.
 - Students will not be able to copy any materials off of exams while reviewing them.
 - Students entering the exam late may be denied the opportunity to take the exam.
 - Students will not be allowed to return to the exam after leaving the room.
- **Final Exam:** A comprehensive optional final will be delivered on the UT assigned final exam date, time and place for this class as follows:
 - Section I:** Wednesday, May 15, 9:00 – 12:00 p.m.
 - Section II:** Monday, May 20, 9:00 – 12:00 p.m.

Please note, the university assigned final exam dates and times are subject to change by the university administration. If you miss an exam during the regular semester, your final will replace that "0". A higher grade on the optional final can also be used to replace the lowest of the other three exams in the class.

- **Practice Assignments:** There will be optional practice assignments located on-line to help you study throughout the semester. You will be able to check your work via on-line answer keys. Although practice assignments in this course are optional, meaning there is no direct grade implications for completing them, they are very highly recommended!

The Art of Media

- **Strategic Communications Plan:** This team project is designed to help you apply the concepts learned in class and to provide you with the opportunity to create an inspired strategic plan. You will be required to devise a complete plan for a real product or service. Details about the project will be provided on-line and discussed in class when the time comes. Your plan will be broken into two distinct sections this semester. Both a printed copy and .pdf file will be required by the due date and time to be considered "submitted". **No late work is accepted!** At the end of the project your agency will deliver a pitch of your plan to the class in 10-minute presentation.

- **Peer Evaluations:** Your individual grade for each portion of the project is subject to adjustments according to your average peer evaluation for that portion. Your individual portion and resulting final project grade will be significantly lowered by poor peer evaluations. If your agency does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade.

Example: Your average peer evaluation [95%] x the total group project score = Individual score.

Please see your on-line project materials for helpful pointers on dividing up the project work and on working with teams in general. Your on-line project materials will also include the actual peer evaluations that each of you will complete, so you will know from the get-go the criteria used by your peers to evaluate you. **This is serious. If you have any problems with your group or a particular group member, you need to address and resolve it immediately. If you don't, the end result can be devastating.**

Bringing it All Together

Beginning the third week of class we will meet during your regularly scheduled lab sections to review and enhance course materials and provide you with a comprehensive look at the world of media well beyond the 40 acres. In addition to media theories and fundamentals, you will complete a series of online activities most weeks. In addition, you will have two individual assignments designed to help you further advance in your individual writing, presenting, and young professional thinking. These larger assignments will be detailed more in a lab schedule which will be distributed the first week of lab.

Given the size of our class, it is required that you register for the lab section you regularly attend. You must attend the section for which you are registered. Each student will receive one lab absence which will apply as lab "sick days" or misses needed for other reasons, but there are no additional make up labs. A detailed lab schedule will be distributed at the first lab session of the semester.

Lab section meeting details are as follows:

Unique	Meeting Time	Location
06340	Th 4:00 – 5:00 p.m.	BMC 4.206
06345	W 2:00 – 3:00 p.m.	BMC 4.212
06350	M 5:00 – 6:00 p.m.	BMC 4.206
06355	T 3:30 – 4:30 p.m.	BMC 4.206
06360	W 2:00 – 3:00 p.m.	BMC 3.206
06365	M 4:00 – 5:00 p.m.	BMC 4.206
06370	M 5:00 – 6:00 p.m.	BMC 4.208
06375	Th 5:00 – 6:00 p.m.	BMC 4.206

Making up lab attendance or swapping lab sections unofficially is not permitted. Attendance will be taken in lab each week. You are expected to be present when role is taken and throughout the entire lab session. If you are not then you will be marked as absent for grade purposes. Together, your attendance and participation in lab, along side of your scores on weekly activities and individual lab assignments will determine your final lab grade.

Finally, you are required to complete and submit the online Course Instructor Survey for your and your lab TA at the end of this semester. More details will be provided via our Canvas course site.

Grade Scale

Component	Weighted Value
Exams	50%
Lab & Associated Activities	15%
Part I – Strategic Media Plan	15%
Part II – Strategic Media Plan	15%
Presentation	<u>5%</u>
	100%

Grades in this course are not negotiable to give all students the same opportunities. There are no “angel points” at the end of the semester to be fair to all students, and there are no guaranteed curves or grade distributions. We are under the system of +/- . The following scale will be used to determine the general breaks for final grades. **Please note, in order for you to progress on to your next major course our department requires you to make a C or better in all major courses, including this one.** If you are not an Ad or PR major and are taking the course CR/NC, you must make at least the grade of 69.5% to earn credit or a letter grade of CR.

Weighted Score	Letter Grade
92.5-100%	A
89.5-92.4	A-
86.5-89.4	B+
79.5-86.4	B
76.5-79.4	C+
72.5-76.4	C
<hr/> A grade of C or better is required to move on	
69.5-72.4	C-
59.5-69.4	D
Below 59.4	F

Extra credit opportunities may be offered on occasion throughout the semester. Extra credit could take the form of additional individual activities or assignments, completion of practice work by example, attendance at specific events, or may include the voluntary participation in research studies.

It is rare for a curve to be applied in this course. However, if there is one, it will not be determined until after optional final exam grades are in and resulting total class scores are calculated.

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.

Policy on Scholastic Dishonesty

To make sure we are all on the same page, the following details UT's policy on academic integrity: "Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. For further information please visit the Student Judicial Services Web site: <http://deanofstudents.utexas.edu/sjs>."

What does this policy mean to you in this class? If you are caught cheating in any manner on lab write ups, exams, or plagiarizing work in your project, you will be significantly reprimanded in a manner that correlates with the severity of the problem. This can range from being required to repeat the course, to expulsion from the University of Texas at Austin. **Please take this as seriously as we do! Your thinking and writing must be your own.**

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
- CMHC Crisis Line: 24/7 | [512.471.2255](tel:5124712255) | 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
- MindBody Lab - cmhc.utexas.edu/mindbodylab.html
- Classes, workshops, & groups - cmhc.utexas.edu/groups.html

Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students. For more information, contact the Office of the Dean of Students at 471-6259 [voice] or 471-6441 [TTY]. If this applies to you, please let me know by Friday, February 15 so that we can work together to best meet your accommodations.

Please note if testing accommodations are part of your approved program as detailed in your UT documentation, you will be responsible for personally scheduling all three of your exams with the Student Services Office. Your exams will need to be scheduled for anytime that works for you on the next day immediately following the regularly scheduled evening exam.

Students with Other Conflicts

If you are experiencing any course conflicts with another official University of Texas at Austin event or organization, or with recognized religious events or holidays, you should notify me immediately so that we can prepare a workable solution. The official UT policy is that you must notify me at least 14 days prior to any missed activities due to this type of conflict. Lack of planning on your part may result in our inability to work with you.

Email Policy

Please check your email for important updates from me. However, e-mail should not be used as a crutch or in place of meeting with us. Both of your TAs and I hold office hours to answer specific questions about course materials or projects. Please utilize these hours rather than writing an email novel. I will not use email as a means of communicating about project work or practice assignments only because these topics are best discussed via conversations before, during, or after class or during office hours due to their need for clarity and detail.

Office Hours Policy

In order to see as many of you as possible, during peak periods in the semester, I may ask you to use the sign-up sheet on my office door to secure a specific meeting time, even during regularly scheduled office hours so that everyone's time can be used efficiently. **Walk ups are always very welcome, but you may have to wait in line or be bumped if others have scheduled times.**

Also during peak periods, office hour visits will be limited to 10 minutes if another student or group is waiting. If my door is closed, it is your responsibility to knock and interrupt at your appointment time to let me know you're there. **While waiting in the hall, please make yourself comfortable, but you are not permitted to sit or place your personal items in the pathway out of courtesy for others and for safety reasons.** If we have a scheduled meeting, you should knock on my door to let me know you are ready.

Instructor Closing Comments

Warning: This class will require that you think and take personal responsibility for your success!

Of course with any new material, there is a component of memorization. However, in this course, memorization will only get you so far. You must learn the material and be able to apply it in order to succeed. In other words, you must think. After all, isn't learning to think what college is about, particularly now that you are officially upperclassmen in your majors?

All of your TAs and I are dedicated to making sure you know how to use the materials in this course so that you can walk out with more than you walked in with. This goes for each lecture, lab, and activity. Please let us know how we can help make this happen for you. Don't wait until it is too late. We will never waste your time, so please fully partake of the learning in all that we do in here.

It is our job to make sure that you have all the information and guidance you need to learn a great deal in this course. It is your job to see that you take full advantage of all resources and put forth the effort needed to succeed.

Welcome to Media Foundations. Let's learn a ton together!
Here we go!!

Media Foundations Daily Plan of Attack Spring 2019

rev. 1
1.22.19

I. Navigating Today's Media Environment				
	Day	Date	Topic	Relevant Events
1	T	1/22	Introduction to Class and Team: Why this is not your typical introductory course!	
2	Th	1/24	The Scope of Media	
3	T	1/29	Media's Impact in the Marketplace	
4	Th	1/31	Digitas Campus Visit	Ground Hog Day this weekend
	Th	1/31	Video: Agencies, Clients and Vendors: What in the World is Out There?	
5	T	2/5	Research Introduction + Understanding Consumer Behavior & Responses	Labs start this week. Lunar New Year
6	Th	2/7	Tracking Competitive Media Activity Form Agencies in Class	Pick Your Teammates, Review Online Materials, Watch Video: The Planning Process, Expectations and Deliverables.
II: Finding Answers to Media Questions				
	Day	Date	Topic	Relevant Events
7	T	2/12	Analyzing Media Vehicle & Audience Measurement	
8	Th	2/14	Working with Media Cost Data	Happy Valentine's Day
9	T	2/19	Wrapping up Resources & Interpretation	
10	Th	2/21	No lecture. Media Plan Work Day - Part I Push	
	Th	2/21	Exam 1 - No Make Ups 7:00 - 9:00 p.m.	Accommodations to be on 2/22
11	T	2/26	Developing a Solid Communication Platform + Targeting Schemes & Challenges	
	W	2/27	Spring COC CCS Career Fair 10:00 - 3:00 p.m.	Attendance is required instead of labs.
12	Th	2/28	Creating Message Breadth & Depth	
13	T	3/5	Measuring Success (& Failure) Today	
	T	3/5	Video: Managing Media Weight + Media Optimization	
14	Th	3/7	Changing Protocol in the Digital World	Daylight Savings Time starts this weekend
15	T	3/12	The Richards Group Campus Visit	
16	Th	3/14	No lecture Media Plan Part I Due to BMC 4.360 by noon No Late Work Accepted (both hard copy and .pdf)	
III: Determining Your Media Vision & Accountability				
	Day	Date	Topic	Relevant Events
17	T	3/19	Happy Spring Break!	Spring Break
18	Th	3/21	Happy Spring Break!	Spring Break
19	T	3/26	Sweeping Trends In and Across Media Channels	
	W	3/27	Exam 2 - No Make Ups 7:00 - 8:30 p.m.	Accommodations to be on 3/28
IV. Making Your Vision a Reality				
	Day	Date	Topic	Relevant Events
20	Th	3/28	Geography and Media	
21	T	4/2	Scheduling Media According to Objectives	
22	Th	4/4	Performance Comparisons: CPM, CPP, CPC, ROI & Others	
23	T	4/9	Allocating Media Budgets	
	W	4/10	Exam 3 - No Make Ups 7:00 - 8:30 p.m.	Accommodations to be on 4/11

Media Foundations Daily Plan of Attack
Spring 2019

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V. Selling Your Media Ideas				
	Day	Date	Topic	Relevant Events
24	Th	4/11	Special Surprise Guest Speaker Panel	
	M	4/15	Media Plan Part II Due to BMC 4.360 by noon No Late Work Accepted (both hard copy and .pdf)	Tax Day
25	T	4/16	Delivering Winning Presentations	
26	Th	4/18	Presentations	Passover + Easter this weekend
27	T	4/23	Presentations	
28	Th	4/25	Presentations	
29	T	4/30	Presentations	
30	Th	5/2	Presentations	Cinco de Mayo this weekend
31	T	5/7	Guest Speakers	
32	Th	5/9	One final meeting -- The Big announcement!	Last Day of Classes - Attendance Required
Optional Final Exams per UT Administration				
	W	5/15	Section I 9:30 Class - Final Exam 9:00 - 12:00 p.m.	Optional
	M	5/20	Section II 3:30 Class - Final Exam 9:00 - 12:00 p.m.	Optional
Key		Orange: Broad course sections		
		Green: No organized class meeting/Holiday. On workdays, meet your instructor in her office		
		Red: Meeting time required outside of regularly scheduled class		
		Blue: Direct contact with the outside world. Be professionals!		
Note: This schedule is subject to change. Announcements of any schedule alterations will be made in				
		class as well as distributed via Canvas and email. It is the responsibility of each student to be		
		aware of any such changes.		