



ADVG 3500: Advertising Media Buying and Planning

Professor: Megan DeSoto [she/her]	Email: Megan.DeSoto@unt.edu
	Office Hours: Thursdays from 5PM-6PM.
Semester: Spring	Classroom: Sycamore SYMR 203
Class Times: 6:30-9:20 PM	Modality: Face-To-Face*

*This is a face-to-face course, which means it is mandatory to attend the class. Please do not ask for the Zoom link. See more information in the attendance section.

COURSE DESCRIPTION:

The course will begin with an understanding of the role of a media planner and buyer in advertising. We will then explore both traditional and digital media, focusing on how they are classified, with the goal of identifying which media best meet the client's needs. Finally, the course will conclude with a discussion on metrics and how to determine the appropriate media to purchase based on the client's budget, as well as strategies for maximizing this budget.

By the end of this course, students will be able to do the following:

1. Learn and understand key media planning and buying terms, and accurately define media terminology.
2. Identify and categorize paid, owned, and earned media, whether traditional or digital.
3. Learn how to find and interpret MRI data.
4. Determine the most effective media for each brand and apply media planning tactics to reach the target audience.
5. Understand and calculate key metrics, including reach and frequency, CPM, CPC, and GRP.
6. Align media buying strategies with the client's budget.

PRE-REQUISITES: ADVG Foundational Courses

This is an elective course in advertising designed for those interested in media buying and

planning.

REQUIRED TEXTS:

Media Planning & Buying in the 21st Century: Integrating Traditional & Digital Media By Geskey, Ronald D. Edition : 4TH 20 Publisher : CREATESPAC ISBN 13 : 9781537438269

[Amazon](#)

You can purchase this book at a number of online sources.

GRADES:

In this course, you can earn up to 1,000 points. For more information about how many points each assignment is worth, please see the next section, ASSIGNMENTS. Please note that I determine your final grade. Do not contact me asking to change your grade unless you believe there is an error in the posted grade. Final course grades will be awarded as follows:

Total Points	Letter Grade Received
900 – 1,000	A
800 – 899	B
700 – 799	C
600 – 699	D
500– 599	F

ASSIGNMENTS: It is imperative to deliver the assignment on the deadline, I will not accept assignments past the deadline. If there is some extenuating circumstances, please reach out to discuss options so that you can be successful.

- Extra Credit (20p.): Meet your instructor and introduce yourself. I'd like to know what interests you about this course or advertising in general. I am also interested in getting to know you as a person. What drives you? Why are you dedicated to your success and earning your degree.
- Workshops (300p.): Students will need to attend two in-person or online workshops. You can find your own workshop and do one with approval or access a workshop on LinkedIn Learning
- Presentations: History of Media Buying Presentation (150 points)
Media Buyer Research Presentation (150 points)
- Individual Assignments (300 points): You will need to complete four assignments during the semester each one with 75 points.
Assignment 1: Media Logbook (75 points).
Assignment 2: 4Ps (75 points).
Assignment 3: Consumers. Generation Gap (75 points).

Assignment 4: Project Response Notes (75 points).

- Group Projects - 2 projects- (400 points): Students will work in groups to develop two related projects. I will give you time to prepare your projects. During this time, please note that you can reach out to me and ask any questions you have. If you need more help or guidance, we can organize a Zoom meeting or an in-person meeting. Feel free to contact me. I am happy to help you.
 - Project 1: Media Planning (200 points).
 - Project 2: Media Buying (200 points).

Attendance/Extra Credits: It is imperative to attend class, especially because you will work in groups. If you don't come to classes, you will not be able to help your teammates. Furthermore, if you attend class, you can earn extra credits!

If you attend 15 classes, you will earn 100 extra points.

If you attend 14 classes, you will earn 90 extra points.

If you attend 13 classes, you will earn 80 extra points.

If you attend 12 classes, you will earn 70 extra points.

If you attend 11 classes, you will earn 60 extra points.

If you attend fewer than 11 classes, you will not earn any extra points.

Coming to class late or leaving early may constitute an absence for that day.

ARTIFICIAL INTELLIGENCE

One of the primary risks is falling into the trap of academic dishonesty. AI tools, like ChatGPT, should serve as aids in your work rather than substitutes for your intellectual effort. Relying on AI to generate entire assignments without understanding or contributing significantly can lead to ethical violations. If you use AI for your assignment, you must include the following information:

- ⇒ During the preparation of this assignment, the student used [NAME TOOL/SERVICE] to [REASON]. After using this tool/service, the student reviewed and edited the content as needed and now takes full responsibility for the content of the assignment.

JOURNALISM COURSE REGISTRATION

- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your

prerequisites, please see an advisor.

- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY (see section REQUIRED TEXTS)

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

OFFICE HOURS

My office hours will be on Thursdays from 5-6 PM by appointment only. Office hours can be in person or virtual. If this timing doesn't work for you, we can arrange another day and time, but you'll need to email me to schedule an appointment.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit [UNT Financial Aid \(https://financialaid.unt.edu/satisfactory-academic-progress-requirements\)](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their

Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

ACCREDITATION

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty. Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

ADOBE ACCESS

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$53 (\$50 plus a one-time processing fee of \$3). <https://news.cvad.unt.edu/adobe-news>

The email address for students to ask questions or report problems is adobe@unt.edu.

JOURNALISM EQUIPMENT CHECK OUT

Checkouts are for 24 hours from the time of checkout, unless specified differently from your assigned Professor. Students are authorized to keep checked out equipment for up to 72 hours, depending on the class and the Professor's approval.

If the student needs equipment for longer than 72 hours, please send an email with an Approval from your Professor to:

mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu.

All equipment must be picked up and returned at a scheduled time within these hours.

Monday/Wednesday: 8:30a.m – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

<https://forms.office.com/r/bTSQZuq1Dr?origin=lprLink>

This form should be completed prior to checking out equipment and only needs to be done once per semester.

The violations listed below will occur if due equipment is not return on the agreed time.

1st late infraction – 1 week ban from checking out equipment.

2nd late infraction – 3 weeks ban from checking out equipment.

3rd infraction – Semester long ban from any and all equipment checkout.

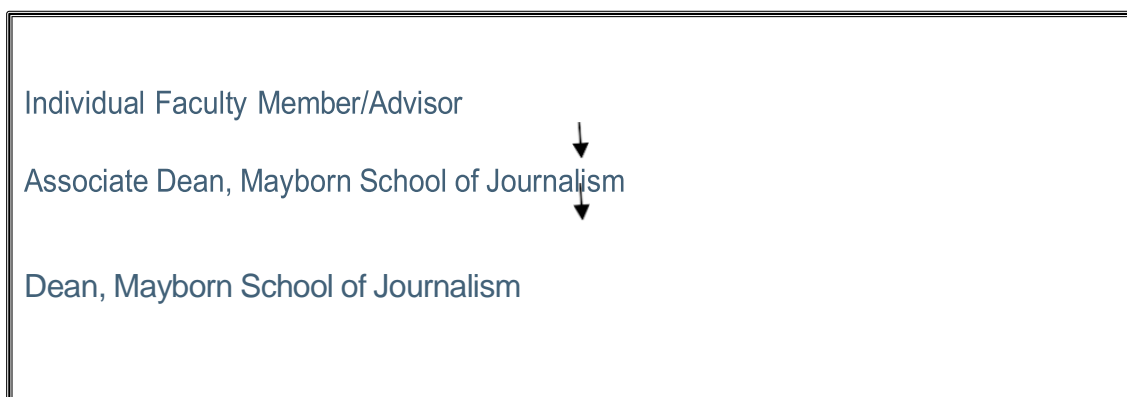
If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

Equipment room phone number is 940-565-3580.

Equipment room is located at Chilton Hall 410 S. Ave. C, Room 155.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



OFFICE OF DISABILITY ACCESS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the [Office of Disability Access](http://www.unt.edu/oda) (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance

program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which will result in a failing grade for that assignment and may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the My.UNT site (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship

opportunities, MSOJ events, scholarships, and other important information. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

Important Notice for F-1 Students taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is

taught. You will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website \(www.spot.unt.edu\)](http://www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the [Dean Of Students website \(www.deanofstudents.unt.edu\)](http://www.deanofstudents.unt.edu).

CLASSROOM POLICIES

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to

turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255

2. Denton County MHMR Crisis Line 800-762- [Student Health and Wellness Center](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333 M-Th, 8 a.m. to 5 p.m.

3. [Counseling and Testing Services](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741 M-F, 8 a.m. to 5 p.m.

4. [UNT CARE Team](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648 careteam@unt.edu

5. [Psychiatric Services](#) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>) 940-565-2333

6. [Individual Counseling](#) – Free to UNT Students (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>) 940-369-8773

- 0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741

Crisis Line: Text CONNECT to 7417

STATEMENTS OF STUDENT LEARNING OUTCOMES

- ☐ Understand and apply the principles and laws of freedom of speech and press for the

country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances

- ☐ Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- ☐ Understand concepts and apply theories in the use and presentation of images and information
- ☐ Demonstrate an understanding of professional ethical principles and 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
- ☐ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- ☐ Apply basic numerical and statistical concepts
- ☐ Apply tools and technologies appropriate for the communications professions in which they work

COURSE CALENDAR:

Please note that this schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule.

Course Schedule: Advertising Media Buying and Planning

Please note that this schedule is subject to change at any time. You are responsible for all submission deadlines and classroom activity adjustments – Even if it differs from the schedule below. Instructor will provide ample notification of adjustments and will discuss these during class when possible and

post to ANNOUNCEMENTS for changes that take place outside of regularly scheduled meeting times.

Week 1 (Jan. 16):

- Course Overview:
 - Syllabus, expectations, grading, and introduction to Media Planning and Buying.
- What is Media Planning and Buying?
 - Overview of key concepts and industry relevance.
- Assignment 1: Media Logbook (75 points) explained.

Week 2 (Jan. 23):

- Media Planner: Introduction and 5Qs Framework
 - Overview of the planning process and essential questions for success.

Week 3 (Jan. 30):

- Media Within Marketing: 4Ps and 8Ps
 - Role of media planning within marketing strategies.
- Assignment 2: 4Ps (75 points) explained.

Week 4 (Feb. 6):

- Media Classification: Paid, Owned, and Earned
 - Key characteristics and integration in campaigns.

Week 5 (Feb. 13):

- Digital Media: Evolution of Web and Social Media
 - Trends, impact, and strategies for effective media use.
- Introduce Industry Media Planner Research Presentations

Week 6 (Feb. 20):

- Industry Media Planner Research Presentations
- Project 1: Media Planner Guidelines
 - Explanation of project requirements, structure, and objectives.
 - Group brainstorming and planning session.

Week 7 (Feb. 27):

- Consumers: The Generation Gap
 - Analysis of generational media consumption patterns.
- Assignment 4: Consumers. Generation Gap (75 points) explained.

Week 8 (Mar. 6):

- Work Session for Project 1 (In-Class Collaboration)
 - Dedicated time for project preparation with instructor support.

Week 9 (Mar. 10-14):

- No Class (Spring Break)

Week 10 (Mar. 20):

- Presenting Project 1: Media Planner
 - Group presentations and feedback.
 - Assignment - Project 1 (200 points)

Week 11 (Mar. 27):

- Media Buying: Definition and Process
 - Steps and key considerations in purchasing media.
- Introduce History of Media Buying presentation

Week 12 (Apr. 3):

- The Origin of Media Buying: 1950s and Nielsen Ratings
 - Historical context of metrics and audience measurement.
- R&I: Reach and Impressions
 - Concepts of audience reach and campaign impressions.

Week 13 (Apr. 10):

- CPM, CPC, and GRP Explained
 - Cost per Thousand (CPM), Cost per Click (CPC), and Gross Rating Point (GRP).
- Introduce Media Buyer Research Presentation

Week 14 (Apr. 17):

- History of Media Buying Presentation
- Project 2: Media Buyer Guidelines
 - Explanation of project requirements and expectations.
 - Group brainstorming session.

Week 15 (Apr. 24):

- Work Session for Project 2 (In-Class Collaboration)
 - Time to prepare projects with instructor guidance and Q&A.

Week 16 (May 1):

- Presenting Project 2: Media Buyer
 - Group presentations and feedback.
 - Assignment - Project 2 (300 points)