

# JMC 439

## “Advertising Media Planning”

### Catalog Description

The study and application of media analysis, planning, and buying. Students prepare and present an advertising media campaign.

**NOTE: You will need a calculator that has a square root key for this course.**  
**BRING IT EVERY DAY. You MAY NOT use cell phone calculators.**

### Purpose

The purpose of this course is to build on the concepts learned in JMC 394 Introduction to Advertising and to teach the students the principles of media research as they apply to media plans, strategies and markets.

### Course Objectives

By the end of the semester, you should:

- A. Be conversant in the terms of media planning
- B. Demonstrate a knowledge of the various advertising media and their strengths and weaknesses
- C. Be able to make strategy planning decisions at the professional level
- D. Be able to create and present an advertising media plan
- E. Continue to demonstrate a mastery of the concepts learned in JMC 394 Introduction to Advertising including target marketing, media strengths and weaknesses, and ethics.

### Content Outline

- A) Understanding media planning terms
- B) Understanding media vehicles and audiences
- C) Understanding how to analyze advertising situations
- D) Understanding the media evaluation process
- E) Developing media plans
- F) Presenting media plans

### Instructional Activities

Lectures, class discussions, in-class and out-of-class assignments; group projects.

### Resources

Textbook, *Advertising Age*, newspapers, professional journals, media rate guides, handouts.

## Texts and References

Sissors, Jack, and Baron, Roger (2002). *Advertising Media Planning* (6th). Chicago: McGraw-Hill.

## Prerequisites

JMC 394