

MODERN MEDIA MRKT6285 (online)

Course Outline

Description: Learn about the role and impact of today's media in marketing and how to use media to gain a competitive edge. In this course you will explore traditional, digital (social, internet, mobile) and converging media. You will learn how to build a media plan and how to measure and monitor the results.

Course Goals:

The goal of this course is to help students understand the evolution of today's media and to assess the impact in a marketing context.

Course Objectives: At the completion of this course, the student will be able to:

- Appreciate media in the marketing context
- Understand marketing and communications planning and the role of the media plan
- Explore integrated communications and strategy development
- Examine markets and evolving consumer behaviour
- Explore all types of media; traditional, digital (internet, social, mobile), converging
- Gain knowledge of media buying/costing (local, provincial, international) and media monitoring/measurement
- Examine evolution of PR and new metrics
- Create Integrated Media Plan

Evaluation:

Participation and Engagement

25%

Online participation involves substantive contribution that demonstrates critical reflection and that is helpful in moving the discussion forward. Students are asked to demonstrate professionalism throughout the course. Please be prepared to discuss the week's readings and/or other assignments, sharing insights while demonstrating respect for different points of view. Knowledge is co-created in the classroom whether it takes place in a physical or online space such as WebCT; accordingly, in this course you will help to draw out the implications of the assigned readings and cases, activities and assessments in various contexts.

The evaluation of participation will relate to your online discussions, development of stimulating discussion questions, timeliness of responses, completion of assigned work, presence online, respectfulness of your classmates, and overall professionalism in the course.

MIT Discussion (Media, Innovation, Technology) Assignment

30%

You will be required to lead one discussion group. You will source interesting/innovative use of media or technology, post in your discussion group and facilitate the week's discussion.

Written Assignment: Integrated Media Plan

45%

Western Continuing Studies

Students will develop an integrated media plan.

- Summary
- Objectives
- Audience Profile
- Define media strategy
- Media Recommendation
- Media Rationale
- Blocking Chart with timing and budget allocation

Notes on assignments (papers and reports):

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

Code of Student Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Course Schedule:

Week 1	Introductions: Introduction to course – have a look at the course outline posted in week 1, the upcoming assignments, discussions, etc... • Media in Our Lives	Readings • The Media Handbook, Chapter 1
---------------	--	--

Western Continuing Studies

	<ul style="list-style-type: none"> • Media in Marketing 	
Week 2	Planning: <ul style="list-style-type: none"> • The Marketing Plan <ul style="list-style-type: none"> - Collaboration • The Advertising Plan <ul style="list-style-type: none"> - Strategy - Integrated Communications • The Media Plan <ul style="list-style-type: none"> - Job of Planner - Planning Process <ul style="list-style-type: none"> - Summary - Objectives - Audience Profile - Media Recommendation - Media Tactics/Rationale - Blocking Chart/Budget - Schedules/Negotiation/Booking - Post-buy Evaluation 	<ul style="list-style-type: none"> • The Media Handbook Chapters 2 & 3 • CMDC, Media Digest – Regulatory News & Information
Week 3	Planning: <ul style="list-style-type: none"> • Audience Profile • <i>Terms, Calculations, Considerations</i> • <i>Media Ownership</i> 	<ul style="list-style-type: none"> • CMDC, Media Digest – Canadian Market Data, Media cross-ownership • The Media Handbook, Chapter #7
Week 4	Magazine: Recap – Consumer Magazine Fact Book 2013 <ul style="list-style-type: none"> • Evolution – early days, then, now • Attributes – facts, benefits, limitations • Buying – considerations, process, local/national/international • Research {Print Measurement Bureau PMB} – measurement, current stats 	<ul style="list-style-type: none"> • The Media Handbook, Chapter #4 & #9 • CMDC, Magazines, Business Publications • Consumer Magazine Fact Book 2013 http://www.magazinescanada.ca/uploads/File/AdServices/FactBooks/2013/ConsumerFactBook2013Final-Eng.pdf MIT presentation - TBD
Week 5	<ul style="list-style-type: none"> • Evolution – early days, then, now • Attributes – facts, benefits, limitations • Buying – {CMDC Media Digest, CARD} considerations, process, local/national/international • Research {NADbank/ComBase} – measurement, current stats • Case Discussion http://www.newspaperscanada.ca/ad-resources/case-studies 	<ul style="list-style-type: none"> • The Media Handbook, Chapter #4 & #9 • CMDC, Newspapers, Ethnic Media & Cultural Diversity • newspaperscanada.ca case studies MIT presentation – TBD
Week 6	Television: <ul style="list-style-type: none"> • 2007 Dove Commercial http://www.youtube.com/watch?v=viUhbhNnQc • Evolution – early days, then, now {Deloitte video} • Attributes – facts, benefits, limitations {TVB 'Broccoli' video} http://www.youtube.com/watch?v=cD91z-qN5MU • Buying {CMDC Media Digest} – considerations, process, 	<ul style="list-style-type: none"> • The Media Handbook, Chapter #4 & #9 • CMDC, Television MIT presentations - TBD

Western Continuing Studies

	<p>local/national/international</p> <ul style="list-style-type: none"> • Research {TVB, BBM} – measurement, current stats • Case Discussion – http://bestadsever.com/ 	
<u>Week 7</u>	<p>Radio:</p> <ul style="list-style-type: none"> • Evolution – early days, then, now • Attributes – facts, benefits, limitations • Buying – {CMDC Media Digest} considerations, process, local/national/international *sample schedules • Research {RMB, BBM} – measurement, current stats • Case Discussion { <p>OOH (ambient): Series of Examples</p> <ul style="list-style-type: none"> • Evolution – early days, then, now • Attributes – facts, benefits, limitations • Buying – {CMDC Media Digest} considerations, process, local/national/international *sample schedules • Research {COMB} – measurement, current stats • Case Discussion {www.omaccanada.ca} 	<ul style="list-style-type: none"> • The Media Handbook, Chapter #4 & #9 • CMDC, Radio, • CMDC, Out-of-Home <p>MIT presentation - TBD</p>
<u>Week 8</u>	<p>Digital Media – Internet: Examples Discuss ‘Web is Dead’ http://www.wired.com/magazine/2010/08/ff_webrip/all/1</p> <ul style="list-style-type: none"> • Evolution – early days, then, now • Attributes – benefits, limitations • Buying – display, search, cpc, email *sample schedules • Research {comScore} – measurement, current stats • Case Exercise - Media Now ‘Golf’ 	<ul style="list-style-type: none"> • CMDC, Digital and emerging media • ‘Web is Dead’ Wired article <p>MIT presentation - TBD</p>
<u>Week 9</u>	<p>Digital Media – Social:</p> <ul style="list-style-type: none"> • What is Social Media? • Toolbox – Blogs, Social Networks, Crowdsourcing, etc. • Attributes – benefits, limitations • Considerations • Research – measurement, current stats • Case Discussion - {Old Spice, CMA} 	<p>Social media video http://www.unmarketing.com/2010/04/24/social-media-success-for-non-profits-video/ MIT presentation - TBD</p>
<u>Week 10</u>	<p>Digital Media – Mobile</p> <ul style="list-style-type: none"> • Current issues – technology, content, behaviour • Considerations – apps, location-based • Media – owned, paid, earned • Resarch (comScore) – measurement, current stats • Case Discussion {MIA} <p><i>Integrated Media Plan Due</i></p>	<p>MIT presentation - TBD</p>
<u>Week 11</u>	<p>PR</p> <ul style="list-style-type: none"> • What is PR • Evolution – early days, then, now {Case Exercise} • Attributes – benefits, limitations • Tools • New Metrics 	<p>The Media Handbook Chapter #5 MIT presentations</p>

Western Continuing Studies

	More Media - overview discussion <ul style="list-style-type: none">• Gaming• Guerilla• WOM• Sponsorship	
<u>Week 12</u>	Planning – Evaluating the Media Plan	The Media Handbook