

USC SCHOOL OF JOURNALISM
JOURNALISM 342 - ADVERTISING MEDIA AND ANALYSIS
4 UNITS
FALL 2007
August 28, 2007
COURSE OUTLINE

Instructor
Kyle Acquistapace

Class Facts
Wednesdays; 630pm-950pm
ASC 232

Course Objectives

This course is for the undergraduate student interested in learning the fundamentals of the media planning, buying and research functions within the advertising profession. Students will learn how to identify the target audience, determine which medium or combinations of media provide the most effective means of reaching the target by understanding the benefits and drawbacks of broadcast, print, out-of-home, direct, digital media and more. A through-line of the course will be the application of creativity and innovation to media strategy.

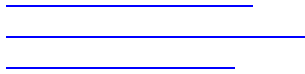
Course Requirements

Students are expected to learn the terminology of media, become familiar with analyzing various data sources to determine target audience profiles of products they buy, lifestyle, psychographics and ultimately their media and entertainment habits. Based on this learning, students will select the appropriate media and determine how much media investment is required to achieve marketing and advertising objectives. The class includes a mid-term and a final exam, as well as take-home assignments and class quizzes.

Course Text And Additional Reading Assignments

Text: ADVERTISING MEDIA PLANNING by Jack Z. Sissors and Roger B. Baron (Sixth Edition)
ISBN 0-8442-1563-5
McGraw-Hill

Medialifemagazine.com is a very good look at news in the business of media and will be required reading on Wednesday of each week for class discussion.



EXAMS AND GRADING

There will be a mid-term and a final project as well as take-home assignments and occasional in-class assignments. All assignments must be completed when due (see below). Class participation is part of the learning process and will therefore count toward your grade. Final grades will be determined based on the following:

Assignments:	10%
Class Participation:	10%
Mid-Term Exam:	40%
Final Project:	40%

STANDARD PROCEDURES AND GROUND RULES

impact on the student's final grade. Students who must unavoidably miss a class are responsible for notifying the instructor in advance, getting any assignments from other students, and completing the work on time for the next class. All assignments must be typed.

Constant student/instructor interaction and feedback are extremely important. Everyone is expected to contribute. Grammar, spelling, mathematical correctness and writing ability are of critical importance. The media practice is one that depends on accuracy and attention to detail. This *per se*

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" Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to the school's policy. "

CHANGES TO THE SYLLABUS: There's little doubt that this syllabus will be subject to some change or adjustment throughout the semester in order to accommodate timely, late-breaking topics and events, the unique needs of each student and groups of students, etc. Students having any doubt or questions regarding assignments, schedules, etc. should immediately check with their fellow students or the instructor.

ACADEMIC ACCOMMODATIONS: Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. to 5 p.m. The office is located in the Student Union room 301 and their phone number is (213) 740-0776.

August 28, 2007

JOURNALISM 342 - ADVERTISING MEDIA AND ANALYSIS

- 8/29 Course Overview
- Introduction, syllabus, reading list, etc.
 - Structure of the Advertising Agency
 - Working in Advertising & Media
 - Reading assignment for 9/5: Read Text Chapters 1, 2 and 9
- 9/5 Major Categories Of Media & Fundamentals
- Overview of a media plan
 - Overview: Broadcast, Print, Out-of-Home, Digital, non-traditional, events and beyond
 - Basic terms and measurement
 - Reading assignment for 9/12: Chapters 3 and 6
- 9/12 The Marketing/Advertising Process & Media
- Media and Culture
 - The role of Media Planning in marketing and business
 - Starting with the Consumer & The Target Audience
 - Sample Plans
 - Key trends in media and the media landscape
 - Reading assignment for 9/19: Chapter 9 (pp. 232-236); chapter 12 (pp. 317-333; 343-348); Chapter 5
- 9/19 Television
- Reading assignment for 9/26: pp. 239-240; pp. 310-315; p. 351
 - Guest Speaker
- 9/26 Digital
- Reading assignment for 10/3: pp. 224-232, Chapter 11 (pp 287-309), p. 334, p. 349, p. 350
- 10/3 Magazines & Newspapers, Mid-Term Preparation
- Suggested chapters for review will be provided in class
- 10/10 Mid-Term Exam
- Reading assignment for 10/17: pp. 237-238, p. 339, p. 351
- 10/17 Mid-Term Review & Radio
- Reading assignment for 10/24: pp. 245-249, p. 342
- 10/24 Out-of-Home/Non-Traditional
- Reading assignment for 10/31: hand-out

- 10/31 Experiential Marketing and beyond/Final Project
Assignments
- Chapter 7, Chapter 8
- 11/7 Putting it all together & Final Project
- Selecting and combining media types
 - Final project review
 - Chapters 5, 10 & review 11
- 11/14 Planning Fundamentals/Final Project Review
- Objectives, parameters, strategies
 - Discuss sample plans
 - Chapter 13
- 11/21 No Class for Thanksgiving
- 11/28 Review & Preparation for Final Project
- 12/5 Final Project Presentations

and management for clients' nearly \$400 million in annual media activity.

Before joining Deutsch in 1999, Kyle was at Publicis/Hal Riney in Chicago where he led U.S. and international media for Subway Restaurants, overseeing their 100+ local media agencies. During Kyle's tenure, the chain enjoyed unprecedented growth, with a doubling of National media spending for the country's largest quick-service chain. Prior to that, he worked with leading technology marketers Canon and Dell Computers at agencies in Los Angeles and San Francisco.

Kyle knew he wanted to be in media since he was eight years old, when he started writing letters to companies to suggest better TV shows in which to air their ads. Much later, a degree in Economics from UC Berkeley improved his letter writing skills. When not watching TV, he can be found at the beach with his wife and daughters.