I. COURSE DESCRIPTION:
Through this course, students are provided with the necessary tools to design a media plan that meets the basic requirements for delivering an advertising message to an audience, in the appropriate place and time. It will show how to interpret and make the best use of public inquiries that are made in this market, such as Arbitron, Nielsen, Scarborough and others, to establish baselines and streamline media recommendations. Simple mathematical formulas, necessary for the media analyst, will be reviewed.

The rules of ethics that govern the purchase and billing of media will be discussed widely.

II. OBJECTIVES
At the conclusion of the course, students will:

1. Design a Media Plan according to the parameters of established marketing.
2. Know the different means available in the market, the group objectives to which it appeals, and its rates.
3. Know the measurement tools to analyze publics that use the media.
4. Handle mathematical formulas and simple computations for the process of preparing a media plan, as well as reading and analyzing market studies and audience studies.
5. Know the tools of marketing and media planning that offers the Internet
6. Know the rules of ethics that govern the practice.

III. PRE REQUIREMENTS:
• REPU 4018

IV. CREDITS:
• Three credits
V. SCHEDULE:
• Three hours a week of conference and discussion of exercises.

VI. JUSTIFICATION
The course exposes the student to the theoretical and practical framework of the Media Planning as a core function within the advertising or the new media agencies that are emerging. Media Planning is an executive function, complex and fundamental in an advertising agency and is the raison d'être in a Media Agency. The media planner must have ample knowledge of the process used to produce a media plan that solves the marketing problem that affects the product or take advantage of a marketing opportunity. You must know the function of each medium and the effects it achieves on communication. You must be proficient in the use of the Internet, in marketing research, market research, and advertising research; necessary tools to both design the media plan to rationalize it.

VII. CONTENT SCREENING:
A. Text: Media Planning & Buying in the 21st Century
➢ Chapter 1 - "The wild, wild west"
   a. Caveat emptor
   b. Enter Internet
   c. Fraudulent techniques in the "clicks"
   d. Regulation of the industry on the Internet
➢ Chapter 2 - Welcome to the future
   a. Planning and buying media
   b. How are media classified
   c. Messages: creativity
   d. Means: the messenger
   e. Means: a creative product
   f. Traditional media
   g. Digital media
   h. Function of communications
   i. Definition Media Planning
   j. Purchase of media
➢ Chapter 3 - The media business
   a. Size and composition of the industry
   b. MARCOM
   c. Advertising Media"
   d. The advertiser
   e. The agency
   f. The media
   g. What the professionals in the media department do
   h. Job opportunities
   i. Requirements to work in the apartment. media
Chapter 6 - Media Concepts

a. Coverage
b. Circulation
c. Audience of the vehicles
d. Gross impressions
e. Average rating and TA
f. Audience participation
g. Households / Persons in use of TV / Radio / HUTS / PUTS / PUR
h. Rating = Share X HUTS
i. Gross Rating Points
j. TRPs
k. Scope and Frequency
l. Effective reach
m. Press concepts
n. Cume Audience
o. Important metrics
p. Research television audience
q. Research radio audiences, newspapers, magazines, outdoor

Chapter 8, 9 - Impact of Media and Media on marketing

a. Effectiveness of the media
b. The strategic marketing plan
c. Mission
d. Situation analysis
e. Marketing objectives and strategies
f. The Marketing Plan

Chapter 16 - Traditional media

a. Television, advantages and disadvantages
b. Radio, advantages and disadvantages
c. Newspapers, advantages and disadvantages
d. Magazines, advantages and disadvantages
e. Outdoor ads, advantages and disadvantages

Chapter 17 - Internet Marketing

a. Websites
b. Search engines optimization (SEO)
c. Cost-per-click advertising (PPC / CPC)
d. Mobile Media
e. Online video
f. E-mail
g. Links, podcastings, rich media, online games, Apps
h. Pop-Ups and Pop-Under

Chapter 18 - Social Media

a. Social media in marketing
b. Advertisers' views on social media
c. Fraud with “cliks”
d. Blogs
e. Instagram, Twitter, Facebook, Linkedin, Pinterest, Digg, Mashable
f. YouTube as a marketing tool

➢ Chapter. 19 - Creation of the Strategic Media Plan 3.0
   a. Digital media planning
   b. Process of media planning step by step
   c. Media Objectives: selection of the target group
   d. Media Objectives: scope and frequency
   e. Media Objectives: geographic objectives
   f. Media Objectives: timing
   g. Media Selection

➢ Chapters 21, 22 - Purchase of electronic and press media 1.5
   a. Offer and demand
   b. The timing is of supreme importance
   c. How to buy television
   d. How to buy radio
   e. Purchase in newspapers
   f. Purchase in magazines

➢ Chapter 23 - Purchase of advertising on the Internet 3.0
   a. Forms of Internet advertising
   b. Selection and cost of keywords
   c. Banners, displays, Google
   d. Online video ads

B. Text: Advanced Media Planning

➢ Chapters 1-3 - Scope patterns and frequency calculation 1.5
   a. Wedge
   b. Reverse wedge / PI Pattern
   c. Short Fad Pattern

Distribution of the 36 teaching hours
• Discussion of 12 chapters of the text Media Planning & Buying 28.5 hours
• Discussion of 3 chapters of Advanced Media Planning 3.0 hours
• Troubleshooting the Assignment Manual 5.0 hours
• Readings and external conference 3.5 hours
• Exams 5.0 hours

VIII. INSTRUCTIONAL STRATEGIES
Presentation and discussion of the methodology for the design of a Media Plan. Assignment and Subsequent discussion of mathematical problems most used in the analysis of research statistics, such as audience studies, product usage tables, costs per thousand, costs per clicks, and percentage costs of people reached with a message. Discussion of use of digital media in the planning and purchase of media. Conferences dictated by professionals from media research and market research companies. Workshop practical where the student has to produce and present a Media Plan.
IX. EVALUATION OF THE STUDENT'S WORK:

1. Three partial exams 35%
2. Problems, practical exercises, assignments 15%
3. Media Plan 40%
4. Attendance and participation in classes, readings, summary of chapters 10% *

Total 100%

5. * This percentage decreases as follows according to the number of absences:
   - 3 absences = 7%
   - 4 absences = 5%
   - 5 absences = 3%
   - 6+ absences = 0%

6. Grading system
   - 100-90 A
   - 89-80 B
   - 79-70 C
   - 69-60 D
   - 59 or less F

STUDENT RESPONSIBILITIES:

The student must know and comply with the University Regulations and with the institutional policies of the University of Puerto Rico in relation to sexual harassment, use and drug and alcohol abuse, ethical use of information technology, discipline in the classroom, academic honesty, among others. Any student who violates the provisions of the Regulations University or that fails to comply with institutional policies will be referred to the Office of Coordination of Student Affairs for the application of disciplinary measures that they correspond according to the university regulations.

DIFFERENTIATED EVALUATION FOR STUDENTS WITH SPECIAL NEEDS

The evaluation that will be used for students with special needs identified will respond to the particular needs of each student.

Students who have special needs or suffer from medical conditions or of some type of physical, mental or emotional impairment, which requires a reasonable accommodation, must notify the Office of the Procurator of Persons with Disabilities of the Campus to the greatest as soon as possible, in order to provide reasonable accommodation necessary, in accordance with the laws and applicable federal and state regulations.

Students who receive Vocational Rehabilitation services must communicate with me at the beginning of the semester to plan the reasonable accommodation and necessary assisted equipment in accordance with the
recommendations of the Office of Persons with Disabilities (OAPI) of the Deanery of Students.

TEXTS TO BE USED IN THE COURSE:

It is a requirement of the course that the student bring to the classroom the text that is being discussed (printed or digital), a calculator operated by batteries, eraser, pencils, pens, and your Manual Media. The use of the cell phone calculator will not be allowed during exams. You will not be allowed to borrow any of these supplies during the exams. The assignments will be delivered on the day that stipulates the calendar that I include them. If you are going to be absent from the class, you must send it by email the day before to profesorhectordiaz@gmail.com or hector.diaz19@upr.edu. They will not be accepted after the established date.

The document "Requirements to approve the course" that is attached is part of this syllabus.

*Note: I suggest that the student who thinks about withdrawing from the course should consult me beforehand. Can that the situation is solved without having to take such action.*

August 2018