

USING THE COMPUTER AS A PLANNING AID
IN AN APPLIED MARKETING COURSE

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ABSTRACT

Instructors teaching in applied areas, such as marketing planning and strategy, continually look for new techniques that simulate an actual business environment. The case study method is the traditional model used to make the subject matter as professionally realistic as possible.

An applied area that we teach is media planning and strategy. We use the traditional case study method. We remain convinced that no other approach provides as good a learning environment for this complex subject. Students in our course must deal with the many planning variables that make up an advertising media plan. Most of these, such as, the reach and frequency goals of an effective strategy, require a great many mathematical calculations that are, normally in professional settings, handled by computers. The computer, in media planning, has created a mini-industry devoted to analyzing, restructuring and modeling the information provided by syndicated research companies. These service organizations, such as Telmar, Interactive Marketing Systems (IMS), and Marketronics, are becoming very important to media planners.

We struggled with the task of introducing the use of the computer to our students as a media planning aid, as it might be available in professional settings. We asked the media service companies for help in terms of on-line computer time. The response was that if we were willing to pay like regular clients, they would accommodate us. Of course, the costs involved precluded following this line any further. We then inquired about the possibility of companies helping us set up our own systems on microcomputers. The answer was no, because of the protected nature of the simulations used in media modeling.

We then looked at the possibility of finding published software that would provide the models we needed to give our students the hands-on experience that would simulate actual media planning activities. We would be willing to buy the computers to match the software. There was no published software to be found.

The only reasonable alternative left was to buy our own microcomputer and program it ourselves. This has proved to be a highly satisfactory solution. We now have the capacity to tailor-write computer programs to match the specifications of our case studies. Writing programs is hard work, involving long hours, but we feel that we have made a successful start. The students seem to respond well to generating their own marketing data and we may even have some new interest to an old teaching method. At least the students are using the computer in a similar way that professional media planners would. This alone seems to justify the time and expense involved in the course development process.

For a copy of an example case and the accompanying computer program listing write to:

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The following case is one example we have developed to provide students with as realistic learning experience as possible. The case objectives were to have students buy newspaper space for a client based on specified marketing and media goals and to teach the use of four media planning variables: unduplicated reach², circulation³, cost per thousand (CPM)⁴, and newspaper coverage⁵.

These four terms were defined in textbooks available to the students. In laboratory classes, the use of the computer was taught and students were able to generate the infor-

mation they felt most important in making the marketing decisions. The complete case and computer listing follows. The program was written on a Radio Shack Model III in TRSDOS Basic and can be adapted easily for use on other microcomputers.

DOWNNEY SAVINGS AND LOAN NEWSPAPER MEDIA CASE

Downey Savings and Loan, founded in 1945, is a state-wide association with 25 offices in Southern California and has 20 offices in the San Francisco Bay Area. Assets are currently \$1.3 billion. The company has been steadily growing and this coming fiscal year management hopes to boost assets by 5 percent.

Currently, Downey has an advertising budget for the bay area of \$350,000: 50% radio, 25% direct mail, and 15% outdoor. The advertising budget will be increased to \$400,000 in order to introduce newspapers into the media mix. \$140,000 of the budget will be used strictly for newspapers. The company hopes that this amount will adequately cover the bay area market where the 20 offices are located. The target consumer is similar to Downey's prime competitor, Home Savings and Loan. Downey's Bay Area locations are: East San Jose (3), San Jose (2), San Francisco (2), Oakland (2), Berkeley (1), Palo Alto (2), Hayward (1), Fremont (1), Antioch (1), Walnut Creek (1), Concord (1), Livermore (1), Martinez (1), Milpitas (1), Richmond (1), Sunnyvale (2), San Mateo (2), Redwood City (2), Menlo Park (1), Cupertino (1).

Management has decided that the size of the ads would be the same in each location (about 1/2 page or 1050 lines). Downey's sales department has also indicated that the major thrust of business over the years has occurred during the months of September/October, December/January, March/April, June/July, especially the last and first 10 days between these months, i.e., (20th of September through the 10th of October).

Your Assignment:

Budget the \$140,000 to determine what buys would give the best coverage of each segment of the market. Determine the relative importance of coverage (reach), audience duplication and cost per thousand. Use the computer assistance program to help you make this determination. Include your printouts with the final report. Get a map of the Bay Area and determine where the offices are, relative to media coverage. (Use the most recent Standard Rate and Data Service edition available).

Determine the demographic/psychographic profile of the Downey customer using the Simmons Marketing Research data in the library. Use the case study format provided. Other possible sources include U.S. Census Data and Sales and Marketing Management Survey of Buying Power.

For Monday, turn in a type written report listing the Bay Area newspapers you would want to consider in the campaign, including circulation, coverage cost per 1050 lines. This will be used for your computer assisted analysis.

Report Format for Monday's Assignment

Newspaper Circulation Coverage Cost per 1050 Lines

Case Study Format

1. Title

Newspaper Media Plan for (client's name)

2. Map

Include a map of client's marketing region with

offices pin pointed. This is a good place to begin so you understand the geographic problems related to covering your market. As you refine and develop your buys, you might color-code areas of map which are covered by certain newspapers.

3. Target Market

Define customer profile

4. Style or Technique

Use inductive reasoning. State major points in opening summary. Don't make your plan into a suspense story with a surprise on each succeeding page. Here's one way to present your summary of the plan:

A) Problem Statement: Considering management's goal to increase assets by 5% during the coming year, which newspapers should be used to maximize coverage (reach) and number of insertions in our market areas with _____ annual budget?

B) State objectives and major decisions: Discuss coverage goals. Was budget large enough to make insertions every week in the year? Enough for every month in every market? Did you buy a paper in every market area?

Be as positive as possible in pointing out the strengths of your planning genius. If you encountered budget limitations, show how you solved the problem.

C) Newspapers selected: List each paper or newspaper group and give rationale for your selections. Give major reasons why you chose the Murcury News, i.e., income, circulation, marketing coverage, etc.

D) Newspapers rejected: Which (if any) major newspapers or newspaper groups did you reject? List each. Give rationale for decision.

E) Timing: Considerable care and planning should be given here based on the parameters given in the case.

a) When did you advertise? What part of the week? What part of the month?

b) Frequency . . . how often did you make insertions? Did you skip any months?

5. Total Expenditure for Each Newspaper

<u>Newspaper Name</u>	<u>Budget Allocated</u>	<u>% of Total</u>
a) Daily Reporter	\$ 00,000	
b)	\$ 00,000	
c)	\$ 00,000	
d)	\$ 00,000	
e)	\$ 00,000	
	\$120,000	100%

6. Price Paid per Individual Ad Based () Lines

<u>Newspaper Name</u>	<u>Morning or Evening Paper</u>	<u>Sunday Paper</u>
a) <u>Daily Reporter</u>	Morning - \$0000.00 Minimal \$ 00.00	\$0000.00 Minimal
b) <u>Daily Babble</u>	Morning & Evening Combo \$0000.00 Minimal \$ 00.00	No buy

c) Daily Shadow Evening - \$0000.00 \$0000.00
 Minimal \$ 00.00 Minimal

d) Daily Tempest Morning & Evening Combo \$0000.00 \$0000.00
 Minimal \$ 00.00 Minimal

7. Flow Chart

The purpose is to give a graphic description of media buy.

8. Monthly Budget Summary

List monthly summary of newspaper expenditures. Give information about each paper including:

- A) number of insertions
- B) sub-total of budget allocation year-to-date
- C) percent budget allocation

9. Appendix

Computer summaries⁶

PROGRAM LISTING

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1 CLEAR 1000
2 GOTO 10
10 PROGRAM TO DEVELOP MEDIA BUY INFORMATION FOR
11 NEWSPAPER, DOWNNEY SAVINGS AND LOAN CASE, COMMS. 012.
12 PRINT "ENTER YOUR FULL NAME: "
13 INPUT N1: PRINT: PRINT
14 PRINT "ENTER YOUR SOCIAL SECURITY NUMBER: "
15 INPUT S1
16 PRINT
17 PRINT
18 PRINT "MIDNIGHT"
19 IF S1 = " " THEN 40
20 IF MIDNIGHT THEN
21 PRINT "STUDENT'S FIRST NAME"
22 GOTO 10
23 PRINT "OK, HERE, Let's get going. This case involves newspaper"
24 PRINT "buy for Downey Savings & Loan. As you know, DOWN is located"
25 PRINT "in Downey, California, and has a number of branches located"
26 PRINT "throughout the Bay Area. Hopefully you have already made some"
27 PRINT "decision concerning newspapers you want to use. Now your job"
28 PRINT "should you choose to get graded, will be to choose the news"
29 PRINT "paper(s) that will give you the most effective and efficient"
30 PRINT "newspaper media plan. Due to programming constraints, you will"
31 PRINT "be able to work with a maximum of nine newspapers."
32 PRINT "This program will, however, help you look at individual and"
33 PRINT "combined newspaper effectiveness. Understand? Press ENTER"
34 PRINT "when you are ready to begin the number crunching."
35 INPUT A1
36 GOTO 10
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SAMPLE PRINTOUT

Richard Kagel 04/04/83 02:32:46
 565-89-7890

Computer-Assisted Project for
 Downey Savings and Loan Case

Newspaper	Circ.	Coverage	Cost/per 1050 Lines	CPM
Sample News	35000	34	456.76	13.05
Daily Wit	3549	35	345.67	97.40
Ex Post Facto	25000	25	356.73	14.27

Estimated Unduplicated Reach:

Unduplicated reach for 3 newspapers in BAY AREA: 67.83

REFERENCES

¹ Jack Z. Sissors and Jim Surmanek, Advertising Media Planning, 2nd Ed., (Chicago, Ill.: Crain Books, Inc., 1982), 362.

Represents, through statistics the probabilities of exposing a percentage of the homes or people with a media vehicle, usually over a four week period.

reach % of vehicle A + (plus) reach % of vehicle B

(-) minus

reach % of vehicle A x (times) reach % of vehicle B
 combined reach of vehicles A and B

² From Donald W. Jugenheimer and Peter B. Turk, Advertising Media, (Columbus, Ohio: Grid Publishing, Inc., 1980), 184

³The audience size of a newspaper is commonly measured in terms of the number of copies distributed per issue. This number, which is called circulation, includes all copies delivered to subscribers as well as those bought at newsstands or from other sellers. From Roger D. Wimmer and Joseph R. Dominick, Mass Media Research, An Introduction, (Belmont, CA: Wadsworth Publishing Co., 1983), 305.

⁴Cost per Thousand (CPM) is a device for comparing media and is normally calculated on a weighted basis by media planners.

general formula

$$\text{CPM} = \frac{\text{cost} \times (\text{times}) 1,000}{\text{circulation}}$$

From Anthony F. McGann and J. Thomas Russell, Advertising Media, A Managerial Approach, (Homewood, Ill.: Richard D. Irwin, Inc., 1981), 92.

⁵The percentage of persons (or homes) covered by a medium. From Jim Surmanek, Media Planning, A Quick and Easy Guide, (Chicago, Ill.: Crain Books, Inc., 1980), 132.

⁶From case material developed by Dennis Martin, Brigham Young University.