

**MK 4465 MEDIA PLANNING FOR MARKETING COMMUNICATIONS CAMPAIGNS – LEVEL 6****UK CREDITS: 15****PREREQUISITES:**

MK 2030 Fundamentals of Marketing or  
 MK 2050 Principles of Marketing  
 MK 3159 Consumer Behaviour  
 MK 3135 Marketing Communications  
 MK 3131 Building Marketing Value Proposition

**CATALOG DESCRIPTION:**

Advanced level of modern advertising strategy and practices. Impact of advertising on consumers. Analysis of media planning, selection and evaluation.

**RATIONALE:**

This media planning course is designed to facilitate a deeper understanding of media strategy development of the campaign. Moreover, students are given the opportunity to develop a complete and realistic media plan. This module further enables students to see the strong link between marketing and media planning as a tool of implementing marketing communications objectives.

**LEARNING OUTCOMES:**

As a result of taking this course, the student should be able to:

1. Critically evaluate the theories and principles underlying media planning strategy and tactics.
2. Apply relevant theories and models for the development of a media strategy-driven plan that includes advanced media planning tactics.
3. Interpret, analyze and solve structured and unstructured media problems.

**METHOD OF TEACHING AND LEARNING:**

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures complemented with audiovisuals aids and discussions of cases that stress advertising

	<p>strategy.</p> <ul style="list-style-type: none"> <li>➤ In-class practical exercises and group activities to: illustrate advertising research techniques, improve management of the creative process and enhance quantitative analytic techniques.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcement as well as additional resources.</li> </ul>								
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table> <tr> <td>In-class, 1-hour midterm exam Problem sets with explanatory essays</td><td><b>40</b></td></tr> <tr> <td>Project (2.500-2.800 words executables)</td><td><b>60</b></td></tr> </table> <p><b>Formative:</b></p> <table> <tr> <td>Course Work</td><td>In-class exercises, diagnostic test, interim project evaluation, presentation</td></tr> <tr> <td>In-class presentation</td><td>Power point presentation</td></tr> </table> <p>The formative test aims to prepare students for the final examination. The formative presentation aims to test Learning Outcome 2. The project assesses learning outcomes: 1, 2 with emphasis placed on 2 The examination assesses learning outcomes: 1, 3</p>	In-class, 1-hour midterm exam Problem sets with explanatory essays	<b>40</b>	Project (2.500-2.800 words executables)	<b>60</b>	Course Work	In-class exercises, diagnostic test, interim project evaluation, presentation	In-class presentation	Power point presentation
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<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <p>SISSORS, J. and BARON, R. (2010) <i>Advertising Media Planning</i>. 7<sup>th</sup> edition, McGraw Hill.</p> <p><b>RECOMMENDED READING:</b></p> <p>BURTON, P. and PURVIS, S. (2010) Which Ad Pulled Best. NTC Business Books, 6th edition.</p> <ul style="list-style-type: none"> <li>a. The Who What How of Testing Printed Advertising (pp 1+)</li> <li>b. Analysis of Which Ad pulled best. Examples reveal Six Ways to Make Advertising Pull Better (pp 7+)</li> <li>c. What to Do to Get Attention, Create Desire, and Get Action When You Write Advertisements (pp 11+)</li> <li>d. PACT Principles of Copy Testing (pp 15+).</li> </ul> <p>CHEONG, Y., DE GREGORIO, F. KIM, K. (2010) The Power of reach and frequency in the age of digital advertising Journal of Advertising Research. Vol. 50, Issue 4, p. 403-415.</p> <p>DAHLEN, M. (2009) A rhetorical question: What is the impact of non-traditional media for low-and high-reputation brands? Journal of Current Issues &amp; Research in Advertising. Vol. 31, Issue 2, p. 13-23.</p> <p>FULGONI, G. and LIPSMAN, A. (2014) Numbers, please: Digital game changers: How social media will help usher in the era of mobile and multi-platform campaign-effectiveness measurement Journal of Advertising Research. Vol. 54, No. 1, p. 11-16.</p> <p>JONES, J. P. (2007) When Ads Work: New Proof that Advertising Triggers Sales. Sharpe.</p> <p>TELLIS, G. (2004) Effective Advertising: Understanding When, How and Why Advertising Works. Sage Publications,</p> <p>WILSON, H. GUINAN, P. J. PARISE, S., WEINBERG, B. (2010). What's your social media strategy? Harvard Business Review. Vol. 89, Issue 7/8, p. 23-25.</p>
<p><b>INDICATIVE MATERIAL:</b></p>	<p>Ad Age</p>

<i>(e.g. audiovisual, digital material, etc.)</i>	Ad Week
<b>COMMUNICATION REQUIREMENTS:</b>	Project submitted in Word using appropriate terminology. Presentation should be delivered in a professional manner, using Power Point and appropriate communication skills.
<b>SOFTWARE REQUIREMENTS:</b>	Word. Excel, PowerPoint
<b>WWW RESOURCES:</b>	<a href="http://www.nielsenmedia.com">www.nielsenmedia.com</a> (Media research) <a href="http://www.smr.com">www.smr.com</a> (Consumer data) <a href="http://www.sriresearch.com">www.sriresearch.com</a> <a href="http://www.adcritic.com">www.adcritic.com</a> <a href="http://www.adage.com">www.adage.com</a> <a href="http://www.adweek.com">www.adweek.com</a> <a href="http://advweb.cocomm.utexas.edu/world">advweb.cocomm.utexas.edu/world</a> (Ad index) <a href="http://www.ddbn.com">www.ddbn.com</a> (Needham ad agency) <a href="http://www.marketsoource.com">www.marketsoource.com</a> <a href="http://www.gallop-robbins.com">www.gallop-robbins.com</a> <a href="http://www.see.gr">www.see.gr</a>
<b>INDICATIVE CONTENT:</b>	<ul style="list-style-type: none"> <li>• Media plan overview</li> <li>• Media terminologies</li> <li>• Behavioural targeting</li> <li>• Media trends and dynamics</li> <li>• Marketing mix and Setting media objectives</li> <li>• Reach and Frequency-Traditional media</li> <li>• GRP calculations-Print, Broadcast, Digital</li> <li>• Media costs and comparisons</li> <li>• Media scheduling and profiling</li> <li>• Media planning for online social networks</li> <li>• Media ethics</li> <li>• Media campaigns</li> </ul>

	<ul style="list-style-type: none"><li>• Budget allocation</li><li>• Evaluation</li></ul>
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