



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-405	Media Planning	6
Prerequisites	Department	Semester
MKTG-291	Management	Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Avros Morphitis	3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Understand the concepts and principles of Media Planning
- Develop the necessary skills for planning an advertising media campaign
- Develop an understanding of the complexity of Media Budgeting
- Understand media research and its important in making strategic decisions
- Comprehend the practical implementation of this knowledge to various business situations, industries and environments

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Identify the different range and characteristics of media
2. Evaluate the effectiveness of different media in relation to advertising
3. Design and budget a media plan
4. Take strategic and tactical decisions
5. Use their research skills relating to media and target audiences
6. Effectively incorporate the results media research in planning
7. Analyze different types of campaign planning – i.e. to consumers, to distributors or to the sales force of the organization – in relation to appropriate media and their capacity to reach these different target publics.
8. Prepare a project on the Marketing Strategy / Media planning of a company or a brand of their choice

Course Content:

1. Introduction to Media Planning
2. The changing role of Media Planning in brand support
3. Establishing a media framework and outlining the components of a communication plan
4. How Marketing objectives affect communication / media planning
5. Communication objectives, briefing and strategy
6. General Characteristics of Media
7. Evaluating Media vehicles
8. Audio, video, print and OOH
9. Search Engine, online display, social media and games
10. In store media, direct response, alternative media and sales promotions
11. Media and campaign measurement

Learning Activities and Teaching Methods:

Weekly lectures, Teaching material including PowerPoint Presentations and additional readings available on Moodle; in-class discussions related to the material taught, YouTube videos, forum discussions, weekly interactive homework exercises and group projects.

Assessment Methods:

Participation, Group Project, Mid Term, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Media Handbook – A complete guide to advertising media	Katz, H.	Routledge Publications, 7 th Edition	2019	9781138352636
Advertising Media Planning - A Brand Management Approach	Larry D. Kelley, Kim Bartel Sheehan	Routledge Publications, 4 th Edition	2015	9780765640901

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Media Planning & Buying in the 21st Century	Geskey, R	The Wall Street Journal {Digital Membership}	2011	978456505301