



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-405	Media Planning	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Management	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Lecturer</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	George Zervides	3 <sup>rd</sup> or 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
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**

During the first class students are introduced to the process that marketers use to determine the best method of communicating a message to an audience. Media planning involves analyzing audiences, channels, platforms, messaging, and advertisements to discover the most effective marketing methods to promote a particular brand or product.

**2. Media Research**

Media research plays a crucial role in content strategy by providing insights and data-driven information that help businesses create, distribute, and optimize their content effectively.

**3. Media Objectives**

Media objectives are the goals of the media plan. To establish this objective, the marketer must determine his/her goals for reach, frequency, circulation, cost, and penetration. Reach is the amount of people the message is in front of over a period of time.

**4. Advertising media characteristics**

There are four major types of advertisement mediums: print, television, outdoor, digital. In this class students will go through the characteristics of each and every medium and when the marketer should use them as vehicles to pass the message.

**5. Evaluating and selecting media vehicles**

Advertising media evaluation and selection is the process of choosing the most efficient media for an advertising campaign. To evaluate media efficiency, planners consider a range of factors including: the required coverage and number of exposures in a target audience, the relative cost of the media advertising and the media environment.

**6. Media Budgeting**

Media budgeting revolves around strategy and outcome-oriented planning. Students will learn how to estimate costs to align with strategic goals and outcomes. Strategy is crucial in determining a media budget because it ensures that every dollar spent aligns with the campaign's objectives and maximizes return on investment.

**7. Media Buying**

The media buying process helps you reach and influence your target market through various mediums and channels. But how does this media buying process work? This class will explain the steps involved in the process while highlighting the importance of media buying.

**8. Public Relations and Media Strategy**

PR media strategy is the practice of prioritizing decisions, personalizing actions, taking into consideration different target audiences, and having clear goals that guide the process of a PR campaign in a structured manner. How we do that?

**9. Media Scheduling**

Two important concepts in creating an advertising budget are media planning and media buying. Media planning sets the stage for your ad campaign, and is the process by which you select advertising channels and formats, and decide on factors such as your audience and key performance indicators (KPIs).

#### 10. Measuring campaign effectiveness

The marketer needs to decide what metrics and methods he/she will use to measure the media effectiveness, such as surveys, focus groups, web analytics, etc. The marketer also needs to decide how he/she will compare the results with the benchmarks, such as historical data, industry standards, or competitors.

#### 11. Other forms of communication & Media Strategy

An excellent marketing communication mix is essential for any business looking to successfully promote its products or services. The mix refers to the marketing channels and tools a business uses to reach and engage its target audience. Channel selection can make the difference between a successful campaign and one that fails. This lesson explores developing the right marketing communication mix and selecting the right channels, including digital publishing platforms for digital catalogs, member publications, and brochures.

#### Learning Activities and Teaching Methods:

Weekly lectures, teaching material including PowerPoint Presentations and additional readings; in-class discussions related to the material taught, YouTube videos, case studies discussions and class group workshops.

#### Assessment Methods:

Midterm Exam, Final Exam, Class Workshops, Class Participation

#### Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Media Handbook – A complete guide to advertising media	Katz, H.	Routledge Publications, 8 <sup>th</sup> Edition	2022	9780367775568
Advertising Media Planning - A Brand Management Approach	Larry D. Kelley, Kim Bartel Sheehan	Routledge Publications, 5 <sup>th</sup> Edition	2022	9781003258162