



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-405	Media Planning	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Fall / Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ria Nicoletti Morphitou	3 rd , 4 th
Mode of Delivery	Work Placement	Co-requisites
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 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.

Course Content:

1. “Creative” and “Media” considerations in planning an advertising campaign.
2. Market weighting – weight of advertising to different market segments.
3. Preparation of a media schedule.
4. Analysis of media coverage, frequency, circulation, penetration and effectiveness in the context of an advertising campaign.
5. Basic characteristics of different media – The Press, Television, Radio, Outdoor, Cinema, the Internet.
6. Studying “quantitative” and “qualitative” media factors – audience size, cost, etc. or nature of coverage, atmosphere, context and impact, etc.
7. Planning an advertising campaign – “Multiple size campaigns” “Media Split” approach, etc.
8. Using available sources of information about target markets – JICNARS, JICRAR, etc.
9. Allocation of the advertising budget.
10. Feedback from target markets – how to assess results and analyse the cost-effectiveness of different media.

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises and Assignments.

Assessment Methods:

Presentations, Midterm exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advertising Media Planning, 7th ed.	Sissors Jack Z., Lincoln Buma	McGraw Hill	2010	978-0-07-173890-3

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	ISBN-13: 978 1456505301
Advertising Media Planning: A Brand	Kelley, L., Sheeham, K.	Routledge	2015	ISBN- 978-0-76564089 ISBN-

Management Approach				978-1-31572057
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