



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> MKTG-405	<b>Course Title</b> Media Planning	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Fall, Spring	<b>Prerequisites</b> Marketing MKTG-291
<b>Type of Course</b> Major Requirement for the Marketing Programme & Elective for all other Business Programmes	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3 <sup>rd</sup>	<b>Lecturer (s)</b> Ms. Ria Morphitou
<b>Mode of Delivery</b> Face to face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

### Objectives of the Course:

- 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. Be able to identify the different range and characteristics of media**  
(Students should be able to identify the advantages and disadvantages of the different types of media).
- 2. Be able to explain the effectiveness of different media in relation to advertising**  
(Students must be able to analyze the peculiarities of every advertising campaign and its effect on media selection).
- 3. Be able to design and budget a media plan**  
(Students must master the use of software in media budgeting and selection).
- 4. Be able to apply strategic decisions**  
(Students must assess the strategic planning process and its relationship to media selection).
- 5. Be able to utilize their research skills relating to media and target audiences**  
(Students must explain the research methods used in collecting primary data).

- 6. Be able to effectively incorporate the results media research in planning**  
(Students must identify the sources of media research and use them effectively in media 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. To prepare a 4,000-5,000 word project on the Marketing Strategy of a company or a brand of their choice**  
(Students must be able to demonstrate their knowledge and understanding by creating a complete research project).

### **Course Contents:**

- 1. “Creative” and “Media” considerations in planning an advertising campaign:**  
An advertising campaign consists of two parts, creative and media selection. Creative directors and media planners must work together in an effort to create an effective advertising campaign.
- 2. Market weighting**  
Weight of advertising to different market segments. The practice of giving extra consideration to one or more markets that have more varying sales potential-because of location or demographics or other reasons-than than other markets.
- 3. Preparation of a media schedule**  
A list of media to be used during an advertising campaign.
- 4. Analysis of media coverage, frequency, circulation, penetration and effectiveness in the context of an advertising campaign**  
The media characteristics that media planners must take into consideration before developing a media plan.
- 5. Basic characteristics of different media - The Press, Television, Radio, Outdoor, Cinema, the Internet**  
An analysis of the characteristics, pros, and cons of each medium related to a specific campaign.
- 6. Studying “quantitative” and “qualitative” media factors**  
An analysis of the audience size, cost of the campaign, nature of coverage, atmosphere, context and impact.
- 7. Planning an advertising campaign**  
“Multiple size campaigns”, “Media Split” approaches. The running of two or more versions of an advertisement in every other copy of the same magazine or newspaper.
- 8. Using available sources of information about target markets**  
JICNARS, JICRAR, etc. There are different sources of information on media research in every country. Media planners rely heavily on this information.
- 9. Allocation of the advertising budget**  
The process of identifying primary and secondary media and the efficient allocation of cost based on its ability to reach the target market.
- 10. Feedback from target markets**  
How to assess results and analyze the cost-effectiveness of different media.

### **Learning Activities and Teaching Methods:**

Lectures, Presentations, Practical Exercises and Assignments.

**Assessment Methods:**

Homework, Project, Mid-Term, Final Exam.
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**Required Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Sissors Jack Z., Lincoln Buma	Advertising Media Planning	Ntc. Business Books	2003	0-8442-1563-5

**Recommended Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
John Rossiter, Steven Bellman	Marketing Communications	Prentice Hall	2005	1-74103-269-5