

Media Planning

Code: 103158
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	2

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Xavier Martín Almansa

Prerequisites

None

Objectives and Contextualisation

The subject has as main objective to introduce the student in the media planning world and will be mainly based on the following themes:

- 1.- The role of media planning in advertising and marketing
- 2.- Main basic concepts of media planning
- 3.- Scientific methodology applied to media Planning. Main tools and sources of information
- 4.- The media planning process
- 5.- Current media landscape: main characteristics, audience profile and trends or evolution in terms of advertising investments

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Demonstrate knowledge of the basic principles of negotiating with the media and the purchase of advertising space.
3. Describe the nature of exchange relations between advertising companies and consumers.
4. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
5. Identify the consumers needs and appraise their role in the purchasing process.
6. Identify the target audience in developing a media plan.
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

1. Current status of media planning (5%). The figure of the media planner. Media planning in the marketing process. Future trends. Media digitalization. Brief overview: audiences and investments. Planning process.

2.- Basic Concepts of Media Planning (55%). Explanation of the essential concepts to understand, analyze and make decisions related to media. 20 essential concepts related to the audience, the effectiveness, the strategy and the media cost. Basics of digital planning

3.-Sources of information and Media Planning tools (20%). Information needs in planning in relation to target, market and media. Main sources and suppliers of information and knowledge in the market.

4.-Market situation of the media (20%). Evolution of the national and international advertising market in terms of audiences and investments. Profiles and characteristics of the main mass media. Current negotiation basics.

Students will obtain by this way a global vision of media planning to make optimal decisions when designing and assessing the effectiveness of a media campaign.

Methodology

Theoretical sessions -10% - 15 hours. Master classes

Seminars - 10% - 15 hours. Practical activities and case studies

Laboratory practices - 15% - 22.5 hours. Practical group activities

Tutorials - 5% - 7.5 hours. Face-to-face or group activities oriented to the development of knowledge in practical situations and the resolution of learning problems

Autonomous - 55% - 82.5 hours. Comprehensive reading of texts and study, search of sources of information, basic bibliography, exercises and practices.

Evaluation- 5% - 7.5 hours. Final face-to-face examination + expositions of practices in class.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Exercices	22.5	0.9	1, 7, 2, 3, 5, 4, 6
Seminars	15	0.6	1, 7, 2, 3, 5, 6
Theory	15	0.6	1, 7, 2, 3, 5, 4, 6

Type: Supervised

Tutorial Classes	7.5	0.3	
Type: Autonomous			
Practice	82.5	3.3	1, 7, 2, 3, 5, 6

Assessment

The subject consists of the following evaluation activities: Practices (60% on the final grade), assistance to class and participation (& seminars) 10% on the final grade and a final exam mix of theory and exercises (30%). All the activities have to be approved to be able to get a final grade of the subject.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

REVALUATION ACTIVITIES

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject. To have access to revaluation, the previous grades should be minimum a 3,5.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2.25	0.09	1, 7, 2, 3, 5, 6
Practice	60%	4.5	0.18	1, 7, 2, 3, 5, 4, 6
Seminars	10%	0.75	0.03	1, 7, 5, 6

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