

Media Planning

Code: 103158
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OB	3

Contact

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Teachers

Tatiana Gonzalez Mascaraque

Teaching groups languages

You can view this information at the [end](#) of this document.

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

Learning Outcomes

1. CM25 (Competence) Formulate a suitable media strategy as a result of the application of negotiation techniques.
2. KM28 (Knowledge) Recognise advertising companies as business units to understand their role in the communication industry.
3. SM23 (Skill) Apply the basic principles of media planning for the negotiation and purchase of advertising space, while considering the benefit-cost ratio.

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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Exercices	22.5	0.9	CM25, KM28, SM23
Seminars	15	0.6	CM25, KM28, SM23
Theory	15	0.6	CM25, KM28, SM23
Type: Supervised			
Tutorial Classes	7.5	0.3	CM25, KM28, SM23
Type: Autonomous			
Practice	82.5	3.3	CM25, KM28, SM23

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

Classes will be a mix of theory and practice. Each session will begin with the debate or analysis of some lectures. There will a specific homework each week (lecture or exercise), and 4 group activities will be developed during the semester.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	35%	2.25	0.09	CM25, KM28, SM23
Practice	50%	4.5	0.18	CM25, KM28, SM23
Seminars	15%	0.75	0.03	CM25, KM28, SM23

CONTINUOUS ASSESSMENT

The evaluation of the subject will be based on the evaluation of the practices, which will compute 50%, the attendance to class and participation in seminars (15%) and a final exam that will compute 35% for the final grade. All activities must be passed to opt for the final evaluation of the subject.

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

RECOVERY OF CONTINUOUS ASSESSMENT

The last three weeks of the course will be dedicated to re-evaluation activities. Students will have the right to retake the subject if they have been evaluated of the set of activities whose weight is equivalent to a minimum of 2/3 parts of the total grade of the subject.

In order to be able to present to the recovery of the subject, the average grade of 3.5 must be obtained. Both the practices and the final exam can be recoverable.

SINGLE ASSESSMENT

The single assessment system of the subject is based on the following percentages:

A) 40% Theoretical test. You must be approved (5 or more) to pass the subject (independent condition)

B) 30% Resolution of 3 case studies / practices

C) 30% Delivery of a final project with theoretical exercises

$A (40\%) + B (30\%) + C (30\%) = 100\%$ FINAL GRADE OF THE SUBJECT

RECOVERY OF SINGLE ASSESSMENT

Students will have the right to retake the subject if they have been evaluated of the set of activities whose weight equals a minimum of 2/3 of the total grade of the subject.

In order to be able to present to the recovery of the subject, the average grade of 3.5 must be obtained. Both the theoretical test and the resolution of the practical cases can be recoverable.

PLAGIARISM

In the event that the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be instructed. In the event of several irregularities in the evaluation acts of the same subject, the final grade of this subject will be 0.

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Software

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Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(TE) Theory	5	Catalan	second semester	afternoon