TEACHING GUIDE MEDIA PLANNING 2023-24

GENERAL DETAILS

Name:	Media planning
Code:	801533
Academic Year:	2023-2024
Degree:	University Master's Program in Marketing Management
Number of credits (ECTS):	5
Location in the curriculum:	Second Quarter
Department:	Marketing y Comercial Management
Head of department:	PhD. Gemma Gómez Bernal
Date of latest revision:	July 2023
Lecturer:	Ismael Blázquez Muñoz

1. GENERAL DESCRIPTION

In today's media environment, where online and offline media converge, consumer attention is considered, more than ever, a precious and highly valuable resource. Within this framework, media planning, understood as the process of selecting, implementing and measuring platforms to reach our target, becomes a complex and fundamental discipline in marketing and advertising.

In accordance with its importance, the course is designed to provide students with a comprehensive and holistic understanding of the characteristics, structures and procedures that drive a media plan, both online and offline, in order to design an effective and efficient media plan. In addition, it will also enable students to analyse and understand the current media structure, strategic trends and audiences.

The teaching programme provides students with the necessary methodology for the correct design of a media plan, allowing them to assimilate and put into practice the concepts, methods, tools and strategies presented.

The sessions combine theoretical instruction with practical exercises and real examples, in order to gain a deeper understanding of the subject matter and provide students with the necessary skills to immediately apply the knowledge acquired in their work and/or future projects.

2. OBJECTIVES

At the end of the course, the student will be able to:

- Acquire an overview of the offline and online advertising media landscape, its structure, characteristics, audiences and consumption habits.
- Understand the basic concepts of media planning.
- Know the main sources of information used in media planning.
- Understand the importance of research and analysis processes in media planning.
- Select strategies and techniques for offline and online media planning.
- Evaluate the proposed strategies and plans.

3. CONTENTS

UNIT 1. Introduction to media planning

UNIT 2. Media planning. From briefing to optimization

UNIT 3. Sources of information and media strategies

UNIT 4. Offline media planning

UNIT 5. Online media planning

UNIT 6. Online media planning. Google *Ads*

UNIT 7. Online media planning. Social Media Ads

UNIT 1. INTRODUCTION TO MEDIA PLANNING

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Understand the concept and processes involved in media planning.
- To have a comprehensive knowledge of the terms related to media planning work and processes.
- Define the role of the media planner as a key figure in the planning process.
- Understand the structure of advertising media and formats.
- Understand the role and relationships of the different actors in the communication and advertising environment. This includes advertising agencies, communication agencies, media agencies and media centers, multimedia groups...

Content

1.   Media planning fundamentals. Concepts and processes
2.   The planner
3.   Advertising environment and actors
4.   Basic media planning terminology

UNIT 2. MEDIA PLANNING. FROM BRIEFING TO OPTIMIZATION

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Understand the basic structure of a media plan.
- Establish the objectives and tactical development of a media plan.
- Define the target of a media plan.
- Schedule the media plan.
- Select the appropriate media according to the established objectives.

Content

1.   Meaningful brand idea. Objectives and architecture
2.   Connection
3.   Context
4.   Content

UNIT 3. SOURCES OF INFORMATION AND MEDIA STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Recognize the main sources of information and analysis used regarding the advertising activity of brands, audiences, diffusion and media sales, among others.
- Identify different typologies of media strategies according to different variables, such as the audience, the phase of the product life cycle or the characteristics of the product.

Content

1.   Sources of information and analysis
2.   Media and communication strategies

UNIT 4. OFFLINE MEDIA PLANNING

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Acquire a general knowledge of the characteristics and specificities of the different offline media advertising media (audiovisual media, print media and outdoor media).
- Get to know the offer of the offline media in Spain.
- Understand the work and planning processes involved.
- Identify the main advertising types and formats, as well as the current trends in offline media.

Content

1. Main features of offline media
2. Television
3. OOH
4. Radio
5. Print

UNIT 5. ONLINE / PAID MEDIA PLANNING

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Identify the fundamental characteristics and specificities of planning in online environments.
- Know the different online channels.
- Understand the advertising metrics related to planning in online environments.
- Define the main advertising formats and types of campaigns.
- Recognize the types of data available.
- Describe the planning processes and life cycle of a digital campaign.

Content

1. Main characteristics of online media
2. Online channels
3. Digital negotiation
4. Programmatic
5. Data
6. Measurement

UNIT 6. ONLINE MEDIA PLANNING. GOOGLE ADS

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Understand how Google Ads Works and what are its main aspects.
- Describe the different types and structures of Google Ads campaigns.
- Identify and segment audiences in Google Ads.
- Understand the role of keywords in campaign configuration and apply appropriate selection criteria.
- Recognize the types of bidding strategies and optimization of Google Ads campaigns.

Content

1. Google Ads. Fundamentals
2. Performance Campaigns

UNIT 7. ONLINE MEDIA PLANNING. SOCIAL MEDIA ADS

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Be familiar with the particularities of social media planning.
- Understand the characteristics and logics of each platform of the media ads ecosystem.
- Recognize the campaign management systems used on each social media platform.
- Establish appropriate objectives according to the possibilities of the platforms and other variables.
- Identify the different audience segmentation options available on each social media platform.
- Use the metrics available on each social media platform.

Content

1. Paid social media
2. Emerging social media platforms
3. Evaluating plans

4. TEACHING AND LEARNING METHODOLOGY

Euncet Business School-UPC's learning process brings together a combination of methodologies which, in a practical and innovative way, allow students to acquire skills specific to the professional exit profile that is expected in a master's degree and the digital context:

LEARNING BY PROJECTS
Working in groups to develop and present tasks and projects, by responding to different situations or challenges posed during classes.

CASE STUDIES
Solving hypothetical business issues to experiment with using a practical application of the theoretical content of the different subjects.

INTERACTIVE CLASSES
The teaching sessions will take place based on continuous interaction between the students and the lecturers, who will teach with the objective of comparing the relevant concepts through the means of analysis and open debate, with the help of real-world case studies and simulations.

5. ASSESSMENT

According to the Bologna Process, the model rewards the student's constant and continued effort. 60 % of the mark is obtained through continuous assessment of the managed activities, and the remaining 40 % from the final exam, which is held in a single sitting.

The subject's final mark (FM) will be calculated according to the following formula:

- FM = Final Exam Mark * 40 % + Continuous Assessment Mark * 60 %
- The minimum mark of the final exam for the calculation of the FM will be 40 points over 100.
- The subject will be successfully passed with a FM equal to or higher than 50 points over 100.

Activity type	Description		% Evaluation	
Tasks:			**50%**	
	Media Mix Case	21,66%		
	Meaningful brand idea Case	35%		
	Reach Case	21,67%		
	KPI's campaign Case	21,67%		
Test:			**10%**	
	Test	100%		
Final exam			**40%**	
	EXAMEN FINAL	100%		

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

- Scissors, J.Z. & Baron, R.B (2010). *Advertising Media Planning*. McGraw Hill.
- Katz, H. (2022). *The Media Handbook: A complete guide to advertising media selection, planning, research and buying.* Routledge Communication Series.
- Hamelin, M. (2021). The essentials of media planning: Learn the basics of the profession in less than 100 pages. Independently Published.

6.2. COMPLEMENTARY BIBLIOGRAPHY

- Kelley, L.D.; Jugenheimer, D.W. & Sheehan, K.B. (2015). *Advertising Media Planning.* Routledge.