

Global Learning Semesters

Course Syllabus

Course: COMM- 405 Media Planning

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM- 405	Media Planning	3
Semester Offered	Contact Hours	Prerequisites
Spring	42	MKTG- 291, MKTG- 393 and MKTG- 398
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

This course covers topics including the following: “Creative” and “Media” considerations in planning an advertising campaign; market weighting; media schedule preparation; media coverage analysis; media characteristics; “quantitative” and “qualitative” media factors; advertising campaign planning; sources of information about target markets; advertising budget; feedback from target markets.

Instructor

Mr. George Zervides

Course Aims and Objectives

The course aims at giving the student, the knowledge and skills necessary for planning advertising campaigns, placing them with different media and assessing their overall cost effectiveness and impact as to sales and competitiveness of the product or service promoted. Specifically the course is designed to provide the student with knowledge on the characteristics of a different range of media, on budget setting, on strategic media decisions and on media and audience related research skills.

Teaching Methods

The course is delivered through a mixture of lectures, student discussions and presentations, practical exercises and assignments.

Course Teaching Hours

42 hours. The course is delivered during the spring semester in 14 weeks (3 hours/ week).

Evaluation and Grading

Attendance: 10%
Project: 20%

Mid- Term Examination: 30%
Final Exam: 40%

Readings and Resources

Required Textbook

Sissors Jack Z., Lincoln L. Bumba, contributor (1997). Advertising Media Planning, Ntc Business Books.

Recommended Reading

Surmanek, Jim (1996). Media Planning.