

## Global Learning Semesters

### Course Syllabus

Course: MKTG-405 Media Planning

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-405	Media Planning	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	MKTG-291, MKTG-393 and MKTG-398
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

### Course Description

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.

Knowledge of different range and characteristics of media, budget setting, strategic decisions and research skills relating media and target audiences are included in the course. Different types of campaign planning – i.e. to consumers, to distributors or to the sales force of the organization – will be analysed, in relation to appropriate media and their capacity to reach these different target publics. Analysis techniques of media coverage and cost-effectiveness will be taught and measuring feedback and assessing the results of media campaigns will be part of the course syllabus.

### Prerequisites

MKTG-291, MKTG-393 and MKTG-398

### Topic Areas

1. “Creative” and “Media” considerations in planning an advertising campaign.
2. Market weighting – weight of advertising to different market segments.
3. Preparation of a media schedule.
4. Analysis of media coverage, frequency, circulation, penetration and effectiveness in the context of an advertising campaign.
5. Basic characteristics of different media – The Press, Television, Radio, Outdoor, Cinema, the Internet.
6. Studying “quantitative” and “qualitative” media factors – audience size, cost, etc. or nature of coverage, atmosphere, context and impact, etc.
7. Planning an advertising campaign – “Multiple size campaigns” “Media Split” approach, etc.
8. Using available sources of information about target markets – JICNARS, JICRAR, etc.
9. Allocation of the advertising budget.
10. Feedback from target markets – how to assess results and analyse the cost-effectiveness of different media.

### Readings and Resources

**Required Textbook**

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

**Recommended Reading**

- Surmanek, Jim (1996) "Media Planning".