

## DEGREE: **DEGREE IN ADVERTISING AND PUBLIC RELATIONS**

### 1. GENERAL DETAILS OF THE SUBJECT

Name: **PLANNING AND MANAGEMENT OF ADVERTISING MEDIA**

Level: Third Term: Autumn

Type: ☐ Basic

☒ Compulsory

☐ Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 2

Practical credits: 4

Year: 2010

Lecturer: Charo García Ostos

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### 2. DESCRIPTION

This subject provides the theoretical and practical skills to prepare a media plan for companies and organizations. Students will learn the media in order to choose the best ones to present the persuasive message of the advertising campaign they are working on. Students will also learn the importance of analyzing and researching the audience in order to achieve the goals, which have been established in the media plan.

### 3. SITUATION

#### PREVIOUS KNOWLEDGE AND SKILLS:

The student should have basic knowledge of media groups and how the advertising environment is structured.

#### RECOMMENDATIONS:

The student should be eager to learn, come to class in a regular basis and work on the subject during the class and at home. A computer and Internet access are recommended for a better understanding.

#### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

Individualized tutorships.

### 4. SKILLS

#### SPECIFIC SKILLS

##### Cognitive skills:

- Understand the need of media planning to get to the target audience and at the same time maximize the profitability of the investment.
- Learn communication techniques inside the business and institutional communication.
- Learn the media planning different models, basic budgeting, how to set the goals in a campaign and the existing tools to control the results of a campaign.

#### TRANSVERSAL GENERIC SKILLS

## **Instrumental skills:**

Students will:

- Develop their analysis and synthesis capacity.
- Upgrade their capacity to diagnose and plan situations and therefore be able to prepare quantitative and qualitative budgets for the media plan.
- Be able to prepare a media plan always adjusted to the goals to achieve.
- Improve their oral and written communication.
- Acquire useful advertising vocabulary.
- Be able to take decisions, solve problems and propose different options.

## **5. OBJECTIVES**

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### **OBJECTIVES**

Planning, executing and controlling an advertising campaign are a blend of complex activities.

The main objective of this subject is to teach the necessary knowledge to be able to prepare successfully a media plan. Students will learn how important media planning is in strategic planning.

### **SPECIFIC OBJECTIVES**

## **6. METHODOLOGY AND TEACHING TECHNIQUES**

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### **METHODOLOGY**

- The subjects will be explained in class, encouraging the students to participate.
- Students will work on activities individually or in groups. The activities will be discussed in class.
- Students will expose their marketing plans during the last classes.

### **TEACHING TECHNIQUES**

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Master class and discussion | <input type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips                       | <input type="checkbox"/> Reading test     | <input type="checkbox"/> Others: _____                |

## **7. LIST OF TOPICS**

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### **Chapter 1.- Introduction to media planning and management.**

- 1.1.- Introduction
- 1.2.- The complexity in media planning.
- 1.3.- The relationship between marketing and media planning.
- 1.4.- The importance of media planning
- 1.5.- Media planning nowadays
- 1.6.- The knowledge and attitude of a media planner.
- 1.7.- The importance of media planning in selling a product.

### **Chapter 2.- The media**

- 2.1.- The media:
  - 2.1.1.- Definition and classification of the media.
  - 2.1.2.- General features of the media.
  - 2.1.3.- Advertising treatment of the media.
  - 2.1.4.-. Tendencies.

- 2.2.- Types of media:
- 2.2.1.- Daily press.
- 2.2.2.- Weekly press.
- 2.2.3.- Magazines.
- 2.2.4.- TV.
- 2.2.5.- Radio.
- 2.2.6.- Cinema.
- 2.2.7.- External Communication.

### **Chapter 3.- Information sources.**

- 3.1.- Information sources overview.
- 3.2.- Sources related to press distribution and broadcasting.
- 3.3.- Sources related to audiences.
- 3.4.- Sources related to media prices.
- 3.5.- Sources related to branding.

### **Chapter 4.- Analysis variables in advertising and media planning and management.**

- 4.1.- Introduction.
- 4.2.- Management variables in media planning.

### **Chapter 5.- Negotiation and media buying.**

- 5.1.- Definition of negotiation.
- 5.2.- General aspects of negotiating media.
- 5.3.- What to negotiate in each media.
- 5.4.- Media buying.

### **Chapter 6.- Preparing the media plan.**

- 6.1.- Introduction.
- 6.2.- The briefing.
- 6.3.- Controlling the competence.
- 6.4.- Work plan. Stages:
  - 6.4.1.- Background.
  - 6.4.2.- Target audience.
  - 6.4.3.- Media strategy.
  - 6.4.4.- Choosing media.
  - 6.4.5.- Release timing.
  - 6.4.6.- The budget.
  - 6.4.7.- Follow up and control of the media campaign.

## **8. REFERENCES**

### SPECIFIC

- Sissors, J. And Baron, R.: *Advertising media planning*. 7th ed. Mc-Graw Hill Education.
- González Lobo, M.A. y Carrero López, E.: *Manual de planificación de medios*. 4a ed. Madrid: ESIC, 2006.
- Perlado Lamo de Espinosa, M.: *Planificación de medios de comunicación de masas*. Madrid: McGraw-Hill, 2006.

### GENERAL

- Bassat, L. *El Libro Rojo de la Publicidad*. Barcelona: Folio, 1993.
- Beerli, A. y Martín, J.D. Técnicas de medición de la eficacia publicitaria. Barcelona: Ariel, 1999.
- Bigné, J.E.: *Temas de investigación de medios publicitarios*. Madrid: ESIC, 2000.
- Callejo, J.: *Investigar las audiencias*. Barcelona: Paidós, 2011.
- Díez de Castro, E.; Martín Armario, E.: *Planificación de medios*. Madrid: Pirámide, 1993.
- Díez de Castro, E.; Martín Armario, E.; y Sánchez Franco. *Comunicación de marketing. Planificación*

ycontrol. Madrid: Pirámide, 2001

- Ferre Trenzano, J.M.: *Políticas y Estrategias de Comunicación Publicitaria*. Madrid: Díaz de Santos, 1996.
- Martínez Ramos, E.: *El uso de los medios de comunicación en marketing y publicidad*. Madrid: Akal, 1992.
- Ortega Martínez, E. *La Comunicación Publicitaria*. Madrid: Pirámide, 1997.
- Pérez del Campo, E.: *La comunicación fuera de los medios*. Madrid: ESIC, 2002.
- Pérez-Latre, F.J.: *Planificación y gestión de medios publicitarios*. Barcelona: Ariel, 2000.
- Sáiz de Vicuña Ancín, J.M.: *El Plan de Marketing en la práctica*, 5o ed. Madrid: ESIC, 2000.
- Sánchez Guzmán, J.R.: *Teoría de la Publicidad*, 4a ed. Madrid: Tecnos, 1993.
- Sánchez Franco, M.J. *Eficacia Publicitaria: teoría y práctica*. Madrid: McGraw-Hill, 1999.
- Sánchez Pérez, M. y Iniesta Bonilla, Ma A. "Modelos de determinación del Presupuesto Publicitario: Un Análisis Comparativo". ESIC-Market, no 95, enero-marzo, 137-160.
- Soler Pujals, P. *La Estrategia de Comunicación Publicitaria (El Account Planner)*. Barcelona: Feed-Back Ediciones, 1993.
- Surmaneck, J.: Una guía fácil y rápida para la planificación de medios. Madrid: Erasma, 1982.
- Wimmer, R.D.: *Introducción a la investigación en medios masivos de comunicación*. México: Paraninfo, 2001.

#### INTERNET WEBS

- AIMC: [www.aimc.es](http://www.aimc.es)
- CARMA: [www.carma.com](http://www.carma.com)
- IAB: [www.iabspain.net](http://www.iabspain.net)
- INFOADEX: [www.infoadex.es](http://www.infoadex.es)
- INSTITUTO NACIONAL DE ESTADÍSTICA: [www.ine.es](http://www.ine.es)
- IPSOS: [www.ipsos.es](http://www.ipsos.es)
- KANTAR MEDIA: [www.kantarmedia.es](http://www.kantarmedia.es)
- NIELSEN: [www.nielsen.com/us/en.html](http://www.nielsen.com/us/en.html)
- OJD: [www.ojd.es](http://www.ojd.es)
- TNS: [www.tns-global.es](http://www.tns-global.es)

#### 9. EVALUATION CRITERIA

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**OPTION A**

A) Written exams (70%): There will be 2 written exams (chapters 1-3 and then chapters 4-7). The average of these exams will represent 70% of the global grade.

B) Practice (30%): Several practical activities to do during class or at home individually or with other students. All activities must be given in time.

The final grade will represent the average of both parts, always if the written exams have been past. The students will have to attend at least 75% of the classes.

**OPTION B**

Students will take this option if:

- they have not come to class
- they have come to class but less than 75% of the time.

Written exam (100%): Final exam.

**10. TEACHING ACTIVITIES**

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		Units
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	
Week 1 <sup>a</sup>	2	2	1	2		0	0		0	Pres. Introd
Week 2 <sup>a</sup>	2	2	1	2		1	1		1	Chapter 1
Week 3 <sup>a</sup>	2	2	1	2		1	1		1	Chapter 1
Week 4 <sup>a</sup>	2	2	1	2		1	2		1	Chapter 2
Week 5 <sup>a</sup>	2	2	1	2		1			1	Chapter 2
Week 6 <sup>a</sup>	2	2	1	2		1	1		1	Chapter 3
Week 7 <sup>a</sup>	2	2	1	2					1	Chapter 3
Week 8 <sup>a</sup>	2	2	1	2			1		5	Chapter 3
Week 9 <sup>a</sup>	2	2	1	2		1	1	1		Exam /Ch. 4
Week 10 <sup>a</sup>	2	2	1	2					1	Chapter 4
Week 11 <sup>a</sup>	2	2	1	2					1	Chapter 4
Week 12 <sup>a</sup>	2	2	1	2			2		1	Chapter 5
Week 13 <sup>a</sup>	2	2	1	2		2	1		1	Chapter 5
Week 14 <sup>a</sup>	2	2	1	2		2			0	Exam/ Ch 6
Week 15 <sup>a</sup>	2	2	1	2		2		2	5	General
Week 16 <sup>a</sup>										
Week 17 <sup>a</sup>										
Week 18 <sup>a</sup>										
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Horas Totales	30	30	15	30		12	10	3	20	150

Activities	
Nº	Description
1	
2	
3	

4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	45
Activities developed in the class (E)	12
Exams and test (G)	3
<b>Attendance</b>	<b>60</b>
Study (theory and practice) (B)+(D)	60
Preparation of the activities (F)	10
Study for exams (H)	20
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>