

Course unit title: MEDIA PLANNING

Course unit code: 3-2-36

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 3st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: Pedro Batista

Objectives

Advertising is an indispensable means of communication in a consumer society. It is essentially a strategic technique, integrated in marketing to solve the incompatibilities of the production and consumption spheres.

The goal of this discipline is to equip the students with systematic knowledge on what advertising actually is, as a technique at the disposal of any commercial organization, to transmit and enhance to consumers, its brands, products and services.

Learning outcomes of the course unit

Expected results of a Cognitive nature:

- Advertising Market
 - Understand the different advertising market segments. Analyze the media trends, brands and products.
- Means of communication
 - Describe the attributes associated with the various conventional and non traditional means of communication.
- Media operational variables
 - Calculate: GRPs, OTS, Coverage, Frequencies, CPR, CPM, Affinity Rates, Audience Shares
- Reading and Analyzing briefings
 - Create media plans appropriate to the objectives of brands/products, attempting to optimize the use of advertising media to minimize costs and maximize income
 - Identify the most appropriate means, analyze audiences and select programs with larger coverage and profitability
- Strategic guidelines
 - Justify the communication strategies of a brand/product
 - How to drill through the market “noise”
 - How to get round the competition
 - How and when to communicate
 - Interpret and relate the positioning of competitive markets

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

This discipline will allow students to acquire the basic principals of media, being a solid base for professional development for those who wish to go for an advertisement career.

The media as communication discipline; Information sources (market studies and internal research); concepts of media variables, calculation definition; conveying strategies; Media and implementation strategies; Press ranking; Internet; Principles of media management.

Recommended Reading

- BROCHAND, Bernard, LENDREVIE, Jacques, V. RODRIGUES, Joaquim, DIONÍSIO, Pedro, *Publicitor*, 1ª Edição Portuguesa, Publicações Dom Quixote, Lisboa, 1999.
- GOMES, António Silva, *Publicidade e Comunicação*, 3ª Edição, Texto Editora, Lisboa, 1999.
- SISSORS, Z. Jack, BUMBA, Lincoln, *Advertising Media Planning*, Fifth Edition, NTC Business Book, 1995

McDONALD, Colin, *Advertising Reach and Frequency*, Second Edition, ANA (Association of National Advertising, Inc.), NTC Business Book, 1995

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese