

1. BASIC DETAILS

Course	Media Planning
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	YEAR 3
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	First semester

2. INTRODUCTION

The main aim of this subject is for students to be able to plan a media advertising campaign by managing its design, implementation and measurement. We will therefore revise basic concepts concerning the current media outlook, sources of information used for support and the full process from the brief until presentation of the media plan.

All from a very practical perspective so that in the world of work, students have the necessary knowledge regardless of whether they work in an advertising company managing budgets or in a media agency planning campaigns.

Students will revise the whole advertising ecosystem so that the media and budget chosen can reach the target audience defined.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

- CB2. Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area
- CB3. Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5. Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

- CT3. Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
- CT4. Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

- CT5. Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.
- CT6. Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.
- CT7. Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests
- CT9. Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community

Specific skills (CE, by their acronym in Spanish):

- CE8. Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.
- CE10. Ability to implement the theoretical and practical bases of advertising, from definition to strategic planning in the media.

Learning outcomes (RA, by their acronym in Spanish):

RA1. Students will plan a media advertising campaign by managing its design, implementation and measurement.

RA2. Students will revise the whole advertising ecosystem so that the media and budget chosen can reach the target audience defined.

4. CONTENTS

The subject is organised into six course units, which are then split into topics (four or five topics depending on the units):

Unit 1. The media plan within the marketing strategy plan

Unit 2. Television within the media plan

Unit 3. Radio within the media plan

Unit 4. The press within the media plan

Unit 5. Outdoor advertising within the media plan

Unit 6. The internet within the media plan.

Unit 7. Timeline and budget of the media plan

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

Lectures

- Debates and discussions
- Case study analysis
- Problem-solving
- Oral presentations
- Drawing up reports and written work
- Independent working
- Workshops and/or laboratory work

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	40
Debates and discussions	10
Case study analysis	20
Problem-solving	20
Oral presentations	20
Drawing up reports and written work	10
Independent working	15
Workshops and/or laboratory work	15
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
Knowledge test	50%
Oral presentations	10%
Reports and written work	10%
Case study/problem scenario	20%
Performance observation	10%

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

Gonzalez Lobo M, Carrero Lopez E y Mariñas Gonzalez G, Manual de planificación de medios,. ESIC Editorial, 2018

The recommended bibliography is indicated below:

- Bassat L.:El libro rojo de la publicidad, De Bolsillo, 2013.
- Kotler P,;Marketing 3.0, Barcelona.Ed. LID, 2018
- Dorian M., Publicidad de Guerrilla: Otras formas de comunicar. Editorial GG, 2006.
- Kawasaki G.: El arte de cautivar.Guia para sobresalir, influir y triunfar, Gestion. 2011.