

MCA-470 Media Planning (3 Credit Hours)

Course Objectives

1. This course is designed while keeping in view the latest media planning trends and practices by the industry. From basic media concepts to devising a comprehensive media plan, this course encompasses nearly all major aspects of applied media planning. This course revolves around performing, analyzing and applying media calculations to create the best possible media scenario in advertising campaigns. Students are expected to learn the use of various media softwares and online tools and resources to conduct meaningful and customized research for their projects.

Learning Outcomes

2. After completion of course, students shall be able to:
- a. Know most of the common media related terminologies and concepts;
 - b. Feel comfortable with media calculations, resources, softwares and numerical interpretations;
 - c. Depict a coherent media plan by assembling different pieces of information and data;
 - d. Provide convincing justifications for their decisions related to media strategies;
 - e. Develop a clarity of thought while discussing media in a campaign environment;
 - f. Understand most up-to-date advances in the current media industry;
 - g. Qualify for an Assistant Media Planner position in ad agencies.

3. Contents

- a. The challenges facing strategic communicators, specifically media planners, in an era of media fragmentation and proliferation and increased audience choice and control.
- b. The response of media planning professionals to these challenges in the form of integrated marketing communication, connections planning, and marketing public relations.
- c. The basic mathematical concepts involved in media buying/planning, including the calculation of audience ratings, media share, reach and frequency, and gross rating points. Tracking
- d. The data sources used in media analysis

- e. The strengths and weaknesses of various media as message carriers, including newspapers, magazines, television, radio, outdoor, telephone, and the Internet.
- f. The basic elements of a strategic media plan, including the advertising and media relations objectives, strategies, and tactics.
- g. The use of media planning and decision making softwares - such as INFOSYS, 3D research & CMI (IPSOS group).
- h. The development of complete media plans for actual clients.
- i. Case Studies

References

1. Katz, Helen (2010). "The Media Handbook", 4 th edition (Routledge)
2. Infosys user guide (2012) by Kantar Media.
3. Jack Z. Sissors and Roger Baron (2002). Advertising Media Planning, 6th edition. New York: McGraw-Hill.
4. Clarke Caywood (ed) (1997). The Handbook of Strategic Public Relations and Integrated Communications, New York: McGraw-Hill.
5. Esther Thorson and Jeri Moore (eds.) (1996) Integrated Communication. Mahwah, NJ: Lawrence Erlbaum.
6. Martin, Dennis & Robert Coons (2011). "Media Flight Plan", 6 th edition (Deer Creek)