



### Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: *MA*rketiNg

Option: *MA*rketiNg *CO*mMunicatiOns

**MKTG 4318**

**Introduction to Media Planning**

**Start Date:** January 2001

**End Date:** March 2001

**Course Credits:** 4

**Term/Level:** 4

**Total Hours:** 60

**Total Weeks:**

**Hours/Week:** 6

**Lecture:** 3

**Lab:** 2

**Shop:**

**Seminar:** 1

**Other:**

**Prerequisites:** Successful completion of the first three terms of Marketing Comm. Option

**\* MKTG 4318 is a Prerequisite for:**

**Course No. Course Name**

**Course No. Course Name**

**Course Calendar Description:** Examines the development and execution of the media plan. Close contact is maintained by students with agency media buyers and other industry factors to ensure a practical direction to the course. Quantitative media planning techniques are evaluated in light of most recent computer applications. Provides marketable skills in media planning and buying, to qualify students for career entry consideration in advertising agencies or major media buying corporations.

#### Course Goals

Note: Dates to remember this Winter are:

**Policy:** BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control of for reasons not found as reasonable by the instructor (see course calendar for more details. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.**

**Evaluation**

<b>Quizzes/assignment (2)</b>	15%
<b>Media Plan (Large groups)</b>	25%
<b>Mid Term</b>	30%
<b>Final Examination</b>	30%
<b>TOTAL</b>	100%

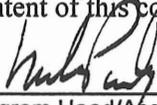
**Course Learning Outcomes/Competencies**

Upon successful completion of this course the student will be able to :

- Know the characteristics and key terms associated with each major advertising medium
- Use basic reference materials used in everyday media estimating, buying and planning
- Understand the media selection process and develop an appreciation of how various media are evaluated within the media plan
- Know how media audiences are measured and how the information gathered is used for evaluation and planning purposes

**Course Content Verification**

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

  
 \_\_\_\_\_  
 Program Head/Associate Dean

*Mark 1/2001*  
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 Date March 1<sup>st</sup>, 2001

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

Operating Unit: **School of Business**

Program: **Marketing Management**

Option: **Marketing Communications**

**Instructor(s)**

**Terry Dinsmore**

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Office Phone: 451-6755

Office Hrs.:

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**Learning Resources Required:**

BBM Software to be loaded in Media Lab, including: Airware, RTS sales pro and MicroBBM

No text book is required reading

**Recommended:**

*Advertising Media Planning*, by Jack Z. Sissors, E. Lincoln Bumba. 1995 (5<sup>th</sup> Edition) NTC Business Books Chicago

*Media Planning*, Jim Surmanek. Craine Books, Chicago (1993)

Periodicals:

- ❖ Canadian Media Directors' Council *Media Digest*, 2000
- ❖ *Marketing Magazine*
- ❖ *Ad Age*
- ❖ CARD *Canadian Rates and Data*

*BBM Market Reports* – mostly access through software now

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## **BCIT Policy Information for Students**

### **Course Notes (Policies and Procedures)**

**Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.

**Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

**Makeup Tests, Exams or Quizzes:** There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances at the approval of the instructor.

**Labs/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.

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## **Assignment Details**



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
 Operating Unit: School of Business  
 Program: Marketing  
 Option: Marketing Communications

**MKTG 4318**  
**Introduction to Media**

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1A	Introduction to Media, Role of Media			
1B	Where Media fits in the Agency, Media Resources			
2A	Media Planning in changing Times			
2B	Basic Media Terminology & Formulas			
3A	Overview of Media Research & application			
3B	Media Planning & how it integrates with the marketing process			
4A	Evaluating and Selecting Media Vehicles			
4B	What are the components of a Media Plan			
5A	Magazines – planning, buying, evaluating			
5B	Internet – planning, buying, evaluating			
6A	Newspaper – Planning, buying, evaluating			
6B	Radio – Planning, buying, evaluating			
7A	MID-TERM			
7B	Media Plan – case studies, examples of execution and style			
8A	TV – Planning, buying, evaluating			
8B	Out-of-home media-Planning, buying, evaluating			
9A	BBM – Radio & TV survey procedure and usage of research			
9B	Planning – Weighting, Reach, Frequency, Continuity, Recency, Indexing			
10	FINAL EXAM			