

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

SEP 08 2003

Course Outline

COURSE NAME: Introduction to Media Planning

COURSE NUMBER: MKTG. 4318 (commencing April 20, 1998)

PREPARED BY: David Stanger

DEPARTMENT: Marketing Management

DIVISION: School of Management

DATE PREPARED: March, 1998

TERM: Spring HOURS/WEEK: Three (3) CREDITS: 3.0

NUMBER OF WEEKS: Twelve (12) TOTAL HOURS: Thirty-Six (36)

INSTRUCTOR(S): David Stanger OFFICE: 532-0286 or stanger@smartt.com

OFFICE HOURS: Monday - Friday, 9:00am - 5:00pm

PREREQUISITES: In order to register for "Introduction to Media Planning", students must provide proof of industry-related employment, or have completed Marketing 3218. Students enrolled in the full time Marketing Management Program may also enroll in this course.

COURSE OBJECTIVES:

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

1. Apply the characteristics and key terminologies of each major advertising medium in the preparation of Media Plans.
2. Acquire a basic working knowledge of media references materials used in media estimating, buying and planning.
3. Become familiar with the media selection process and develop an appreciation of how various media are evaluated against client-specific objectives.
4. Understand how media audiences are measured and how the information gathered from these studies are used for evaluation and planning purposes.
5. Get student to the point where they can prepare basic media plans for presentation purposes. Plans will include objectives, strategy, rationale, and recommendations.

EVALUATION:

| | |
|--------------------------------------|-----|
| Projects, Participation & Attendance | 20% |
| Media Plan #1 | 35% |
| Media Plan # 2 | 35% |
| Class Work | 10% |

REQUIRED TEXT(S) AND EQUIPMENT

Introduction to Media - Stanger, Hailbeck

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Ogilvy on Advertising

David Ogilvy

The Creative Edge

Randy Scotland, Wiking 1994

Essentials of Advertising Strategy

Don E. Schultz, Crain Books

Advertising In the Marketplace (Second Edition)

John D. Burke, McGraw-Hill, Inc. 1980

Periodicals: Canadian Media Director's Council Media Digest 1997
Marketing
Strategy
Canadian Advertising Rates and Data
Bureau of Broadcast Measurement: Market Reports
Advertising Age
Canadian Broadcaster
Media Week
Adnews

COURSE SUMMARY

Through lectures, guest speakers, etc., the student will learn about: media /industry terminologies, strengths and limitations of each media vehicle, industry-related research tools, the role of sales representatives, the role of the computer in the media planning and buying process, the role of Planner/Buyer and tips, pitfalls and exceptions within that planning and buying process and the application of various creative elements within the media mix.

Guest speakers will include senior sales executives from Global Television, Seaboard Advertising, Maclean-Hunter and VanNet newspapers. The course will also include a case history and presentation from the Marketing Director of a major Lower Mainland retail chain.

This course will appeal to advertising agency and media sales personnel and individuals considering career entry in the advertising industry.
