

COURSE OUTLINE

COURSE NAME MEDIA BUYING

COURSE NUMBER MKTG 4318 DATE JANUARY 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared NOVEMBER 1993 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 3218/Introduction to Media

COURSE OBJECTIVES

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

1. Conduct negotiations, analyze and predict audience trends and perform most of the skills elemental to the Television and Radio buying process.
2. Prepare a media plan supported by appropriate rationale.
3. Utilize the various syndicated computer-based research tools (PMB, Nadbank, BBM, etc.) in both the buying and planning process.
4. Make effective "client-oriented" media presentations.

EVALUATION

Final Examination	<u>40</u> %
Mid-Term	<u>30</u> %
Projects and Preparation	<u>30</u> %

REQUIRED TEXT(S) AND EQUIPMENT

Introduction to Media - Stanger, Pierce

Vancouver BBM reports (Radio and Television), Spring, Fall, Winter; 1987 & 1988

Canadian Advertising Rates and Data (C.A.R.D.)

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

Periodicals: T.V. Guide
Marketing
Electronic Media
U.S.A. Today (Wednesday)

COURSE SUMMARY

Through lectures and workshops, the student will learn about analyzing audience trends, predicting the performance of new shows, negotiating an actual T.V. and Radio campaign, and the preparation of a full-blown media plan. In addition, one night will be devoted to presentation skills for the purpose of honing communication skills with both clients and sales personnel.

This course will appeal to advertising agency and media sales personnel already working in the advertising industry.

COURSE OUTLINE - MKTG 4318
(continued)

WEEK	MATERIAL COVERED	REFERENCES
<p>ONE TWO THREE AND SIX (Stanger)</p>	<p>THE TELEVISION BUY</p> <ul style="list-style-type: none"> ● Discussion of Market Conditions ● Submissions from Sales Personnel ● Analysis and Discussion of Buying Tactics ● Development of Proposed T.V. Buys ● Presentations of Buys With Supporting Rationale 	
<p>FOUR FIVE AND EIGHT (Pierce)</p>	<p>THE RADIO BUY</p> <ul style="list-style-type: none"> ● Use of Syndicated Computer Systems ● Discussion of Market Conditions and Rate Cards ● Analysis and Discussion of Buying Tactics ● Development of Proposed Radio Buys ● Presentations of Buys With Supporting Rationale 	
<p>SEVEN</p>	<p>MID-TERM EXAMINATION</p>	
<p>NINE TEN AND ELEVEN (Stanger/Pierce)</p>	<p>THE MEDIA PLAN</p> <ul style="list-style-type: none"> ● Components of the Plan ● Use of PMB, Nadbank, RPM, etc. ● The Evaluation Process ● Planning Models (Effective frequency fighting vs pulsing). <p>THE CLIENT PRESENTATION</p> <ul style="list-style-type: none"> ● Communication Skills ● Selling Your Recommendation 	
<p>TWELVE</p>	<p>FINAL EXAMINATION</p>	