



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

MKTG 4318
Media Planning
2008

Start Date:	January 2, 2008	End Date:	March 7, 2008
Total Hours:	60	Total Weeks:	10
Term/Level:	4a	Course Credits:	4
Hours/Week:	6	Lecture:	2
Lab:	2	Shop:	0
Seminar:	2	Other:	0

Prerequisites

<u>Course No.</u>	<u>Course Name</u>
Successful Completion of:	All Term 3 Courses.

Course Number is a Prerequisite for:

<u>Course No.</u>	<u>Course Name</u>
MKTG 4416	Marketing Communications Internship

Course Description

MKTG 4318 - Media Planning: Examines the development and execution of the media plan. Students will be introduced and exposed to several suppliers and advertising agency media planners and buyers throughout the course to support the practical application of media in the marketing and advertising process. All forms of media will be reviewed in detail and their understanding will be applied in submitting the final course project; A MULTI-LEVEL MEDIA PLAN. Marketing 4318 provides marketable skills in media planning and buying, to qualify students for career entry consideration in advertising agencies, media suppliers and in-house marketing departments.

Evaluation

Participation	10%
Project Assignment	30%
Mid Term Exam	30%
Final Examination	30%
TOTAL	100%

Comments: "Failure to achieve 50% or more on the combination of the course exams will require 0% being assigned for all project assignments and class participation marks, resulting in a failing grade for the course."

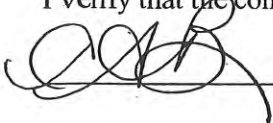
Course Learning Outcomes/Competencies

Upon successful completion, 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.
- Understanding the relationship and role of media in marketing and advertising today.

Verification

I verify that the content of this course outline is current.



Carrie A. Barlow
Authoring Instructor

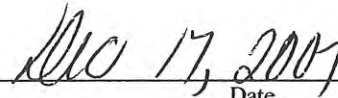
Dec. 12th, 2007

Date

I verify that this course outline has been reviewed.

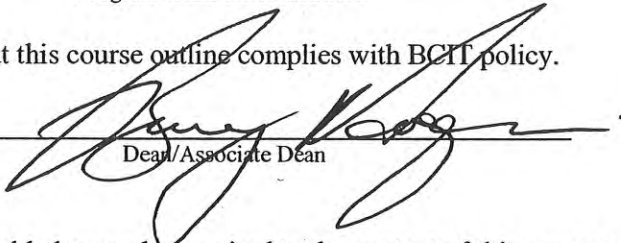


Program Head/Chief Instructor

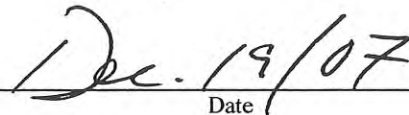


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

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

Instructor(s)

Carrie Barlow	Office Location: SE6 314	Office Phone: (604) 451-8445
	Office Hours: By Appointment Only	E-mail Carrie_Barlow@bcit.ca
	Mon: 12:30-1:30p Tues: 3:30-4:30p	Address: carrie@barlowmedia.com
		Blackberry email: carrie@barlowmedia.com

Learning Resources

Required:

The CMDC Media Digest, by the Canadian Media Directors Council (**2007-2008 Edition**) / BCIT bookstore.

All other text material notes, research and applications are instructor presented or supplied.

Recommended:

Periodicals: (*highly encouraged !)

*Media In Canada ~ Free on line subscription (www.mediaincanada.com)

Marketing Magazine

Strategy Magazine

Media Week

Ad Age

CARD Canadian Rates and Data

BBM Market Reports – mostly access through software now

Blitz Magazine

Information for Students

MKTG 4318 MEDIA PLANNING AND POLICIES

Class Participation: To assist you fully appreciate the concepts presented in the course you will need to participate in class discussions. The ability to communicate ideas to your peers and to senior management is an essential career skill. This may well be one of your few remaining opportunities to hone this skill in a friendly and supportive environment. You are expected to be involved and participate.

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

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.

Attendance: Attendance is taken at all labs, lectures & seminars. The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. **Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

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

Assignment Details

To be outlined in Labs.

Project to be scheduled in tandem with MKTG. 4415 / Promotions and Planning primary assigned project.

Term A Schedule

2006 Term Week	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Wk.1	Monday & Tuesday Classes begin week of January 7th			
Wk.2 Jan.7 Lecture	Introduction to course The Role of Media in the Real World <ul style="list-style-type: none"> □ Media and the agency □ Media & the supplier □ Media & the client □ Media Resources > An Overview □ The Agency Structure 	Handout provided		
Seminar	The Media Brief > A detailed breakdown The Media Plan > A detailed outline <ul style="list-style-type: none"> □ Understanding & implementation 	Handout provided		
Lab	Creating A Media Brief <i>Planning & Using Resources</i> <i>Media Selection > The Check List</i> <ul style="list-style-type: none"> □ Group In-class Participation: □ The Media Planning Check List □ Setting the Criteria 	Handout provided	Based upon information supplied, create a detailed brief / list of information required to create a media plan.	
Wk.3 Jan.14 Lecture	Media Research / Tools, applications and methodology.	Lecture handout		
Seminar	G R P S and Audience <ul style="list-style-type: none"> □ Understanding Measurement □ REACH □ FREQUENCY 	Handout provided		
Lab	Planning & Using Resources <i>CARD / NADbank / RTS / PMB</i> <ul style="list-style-type: none"> □ PMB / NadBank Runs / RTS Runs □ The Media Brief > The start 	Handout provided		
Wk.4 Jan.21 Lecture	Evaluating and planning Newsprint <ul style="list-style-type: none"> □ Planning, evaluating □ Dailies vs. communities. 	Handout provided plus Media Digest Pgs. 36-48, 88, 92		GROUP MEDIA PROJECT ASSIGNED <u>Due:</u> Feb.25 30% Of Grade
Seminar	Evaluation and planning Alternative Media <ul style="list-style-type: none"> □ Understanding the research and applications available. □ Reviewing the growth and "Urban Crowd" impact on the Cdn. landscape 2nd Hour > Guest Speakers > New Ad Media	Handout provided		

Lab	<p>Buying Newspaper</p> <ul style="list-style-type: none"> □ Planning and Buying tactic □ Dailies vs. communities sizing of ads CARD Used □ Sizing of Newspaper and Costing of ad space □ Newspaper Features and opportunities □ Newspaper Terminology 	Handout provided		
<p>Wk.5 Jan.28</p> <p>Lecture</p>	<p>Evaluation and planning Internet</p> <ul style="list-style-type: none"> □ Overall media approach to media planning & costing. □ Understanding CPM and media forms □ Strengths & Limitations □ Understanding the research and applications available. □ 2nd Hour > Guest Lecturer: (MSN / Canada.com/tbd) 	Handout provided plus Media Digest Pgs. 71-75		
Seminar	<p>Media Grad Panel from agencies, In-house and sales side.</p>			
Lab	<p>The Standard Broadcast Calendar</p> <p>Understanding Net & Gross</p> <p>Reviewing the media thinking process & check list</p>	Handout provided		
<p>Wk.6 Feb.4</p> <p>Lecture</p>	<p>Evaluation and planning Out of Home Media Billboard & Transit</p> <ul style="list-style-type: none"> □ Planning and Buying tactic □ Features and opportunities / latest applications □ Terminology □ Creating a Costing / Estimation □ Industry Issues 	Handout provided plus Media Digest Pgs. 59-68, 94		
Seminar	<p>Evaluating and planning Television</p> <ul style="list-style-type: none"> □ Planning, evaluating and buying. □ Building a schedule. □ Understanding Cost per Point □ Execution of a TV Campaign □ Buying network, buy specialty, understanding spill, coverage maps. 	Handout provided plus Media Digest Pgs. 17-27		
Lab	<p>Evaluating and planning Radio Planning, evaluating and buying.</p> <ul style="list-style-type: none"> □ Media Kits reviewed/CARD Used □ Measured markets vs. spot markets □ Creating an estimate /Hands On Airware 	Handout provided plus Media Digest Pgs.32-35	BBM Airware in Class Lab	
<p>Wk.7 Feb.11</p> <p>Lecture</p>	<p>MONDAY AM</p> <ul style="list-style-type: none"> □ MEDIA PLANNING MIDTERM 			<p>MID-TERM EXAM</p> <p>30%</p>
Seminar	<p>Evaluating and planning Ethnic Media</p> <ul style="list-style-type: none"> □ Stats Canada / New release data □ New Market Media review 	Handout provided plus Media Digest	Stats Can Web Use in	

		Pgs.89	Class	
Lab	Reviewing media opportunities. Assessment, evaluation and recommendation. <ul style="list-style-type: none"> Media Kits / Reviewing media kits, how media is package and sold. The submission request. 	Medium websites supplied for viewing & exploration		
Wk.8 Feb.18 Lecture	Evaluating and planning Magazine <ul style="list-style-type: none"> Planning, evaluating and buying. Media Kits reviewed 	Handout provided plus Media Digest Pgs.49-57		
Seminar	Evaluating and planning Point of Sale, Retail vs. Trade, Business to Business			
Lab	Media assignment work shop for Mktg. 4415 Project <ul style="list-style-type: none"> Q&A and breakout groups = 1 On 1 with instructor by Group 	Handout provided		
Wk.9 Feb.25 Lecture	Creative media campaigns. <ul style="list-style-type: none"> Non-mainstream media, making media work harder. Promotionally oriented media. New media, cross-promotional media Guest Speaker Agency creative director and instructor <u>co-present.</u>	Samples displayed Handout provided		
Seminar	Evaluating a media strategy and tactic. Understanding plan vs. achieved tactics <ul style="list-style-type: none"> In-Class walk through a complete and real Multi-market Multi-level media plan. 		Media plan provided	ASSIGNMENT DUE (30% of Grade)
Lab	Buying multi-media, the approach and documentation required by medium <ul style="list-style-type: none"> Including The Insertion Order The Broadcast Order Contract restrictions Media obligations Media department expectation Media for the real world 			
WK.10 MAR.3 LECTURE	FINAL EXAM FOR TERM A CLASS			FINAL EXAM 30% OF GRADE