

MODULE DESCRIPTOR

MODULE TITLE	Media Planning and Buying		
MODULE CODE	MK3120 (L6)	CREDIT VALUE	20 CREDITS/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module was informed by in-depth research with key personnel in advertising agencies, media agencies and other companies delivering advertising and marketing communications products and services. It provides students with the opportunity to gain in-depth knowledge of the skills and attitudinal set that will enhance their employability in the industry, and also offers exposure to and practice in some of the tasks they would regularly perform in an entry-level position in an agency. The aim is to give them a sound foundation to make them 'fit for purpose' and ready for practice upon graduation.

Specifically, this module aims to provide students with an introduction to the theory and practice of media planning and buying, and to demonstrate how media specialists help advertisers and marketers to achieve the most cost-effective access to target markets and achieve their marketing objectives.

MODULE CONTENT

- **Indicative Content**
- Identifying and specifying the customer insight: demographics and profiling, attitudes and behaviour, media consumption and usage, brand usage and consumption
- The media owner, who they are why they are important and how to deal with them.
- Familiarisation of the tools for identifying the consumer insight using empirical research
- Understanding the market: market structure (size, channels, distribution, profits) and competitive activity
- Understanding the brand: brand strength and market position
- Available forms of communication: communications channels strengths, weaknesses, usage and attitudes
- Refining the definition of the target audience using psychographic, lifestyle and behavioural information and cluster analysis
- Implementational planning: understanding channel mix and roles relative to the target audience's media behaviour
- Understanding Media planning and optimising tools

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Analyse a brand's position in the market in order to identify a key customer insight
2. Prepare an audience profile for a cluster of target audiences
3. Identify and assess the value of a wide variety of communications channels for different target audiences

TEACHING METHODS

The module will be delivered in a flexible way (including online) to allow the appropriate use of time for different pedagogic methods including lecture, discussions, seminars, case study analysis, tutorials, in-class assessments, guest speaker events, project workshops, software demonstrations, skills development workshops, videos, debates and so on. Activities will progressively move the students toward independent, peer and self-directed learning. There will also be use of role play as student use their negotiating skills to secure the best deal for the client

ASSESSMENT METHODS

This module is assessed through an Individual written piece of coursework (70%) and a Group or individual Presentation (30%).