DEGREE IN: **ADVERTISING AND PUBLIC RELATIONS**

1. GENERAL DETAILS OF THE SUBJECT

Number: **PLANNING AND MANAGEMENT OF ADVERTISING MEDIA**

Course: THIRD Semester: FIRST

Type (Basic/Compulsory/Optional Training): Compulsory
Weekly class hours: 4 Total Credits (ECTS): 6
Year of the Study Plan: 2010

Profesor: Antonio O. Martín Martín
Dirección electrónica: antonio.martin@eusa.es

2. DESCRIPTION

The subject Planning and Management of Advertising Media, corresponding to the third year of the Degree in Advertising and Public Relations, aims to provide students with the necessary skills so that, both from a theoretical and practical point of view, they face the realization of media plans of companies or organizations choosing, for this, the most suitable means and supports to publicize the persuasive message of the advertising campaign in which they work, always bearing in mind the importance of the analysis and research of audiences when achieving the objectives defined in the aforementioned media plan.

In addition, through the different topics taught in the subject, it is sought that the student is able to analyze the importance that they have within the society of the XXI century not only conventional media, but a global means of communication and with their own codes such as the Internet, a space that they have to face as advertising professionals knowing the specific keys of action that govern it.

3. SITUATION

Previous knowledge and skills:
As this is a third-year subject, the student will have acquired the necessary knowledge to be able to tackle it. However, as it is a highly theoretical subject, it will not require any specific previous skills or knowledge.

Recommendations and tips of interest:
It would be advisable to have audiovisual media with which to work in the classroom. This is a subject closely linked to the reality of the advertising process, so examples and practical cases will be presented continuously throughout the course.

Adaptations for students with special needs:
The subject will be taught in English, so the syllabus, presentation and activities will be adapted to this language.

4. OBJECTIVES AND COMPETENCIES

Objectives
The work of the advertiser has gained in complexity due to substantial changes that have contributed to an excess of information issued to the environment and a superficiality in the way in which these claims are addressed by the public.

The increased supply of advertising media (with its regional advertising disconnections) has led to the fragmentation of the audience, the reduction of its loyalty and commercial policies (specifically, advertising and promotion) very aggressive by the media with the added increase in advertising broadcast. If we add to these changes the limited and selective capacity of human memory, we are faced with a situation in which, on the one hand, the individual is increasingly skeptical, with a growing tendency towards habits. simplified behavior to avoid feeling overwhelmed and with a defensive attitude to commercial communication, and, on the other hand, the question of whether the communication effort made by companies is being effective or no, that is, whether or not companies are achieving the objectives that were

previously established in the design of their campaigns. This situation highlights the need for companies to allocate part of their resources to deepen and improve the ways of planning their advertising (specifically the planning of their actions in the media) and evaluate their communicative efforts.

The combined effect of the sharp increase in investment and the increasing complexity of media planning work leads to the need to find new analytical tools through the formalization facilitate the task of the planner, or find criteria to determine the accuracy of the existing ones and, in this way, select the most appropriate.

To these objectives must contribute in a fundamental way the subject of Planning and Management of Advertising Media.

COMPETENCES

Specific competences:

COMPETENCE 1 (High Grade):

- Convey a corporate identity and strategy through the use of advertising tools (specifically, media planning)
- Manage criteria, instruments and have skills in the process of disseminating commercial information.
- For the development of these competences - HIGH DEGREE- it will be necessary to know and be able to:
  - Know the elements and flows of the communication process.
  - Know the main communication techniques applicable to business organizations.

COMPETENCES 2 (Basic Degree):

- Recognize the psychographic profiles of individuals in their behavior as consumers
- Access the different sources of information and use theoretical models
- Anticipate customer expectations.

Cognitive (Knowing):
1.1.- Know the basic principles of advertising.
1.2.- Know the most current concepts and tools of communication; i.e. integrated marketing communications.
1.3.- Know the different models of advertising planning.
1.4.- Know the basic principles of advertising budgeting.
1.5.- Know the different tools and objectives of media planning.
1.6.- Know the different advertising control tools.
Procedural/Instrumental (Know-how):
1.7.- Plan the communication campaign of a product or service: Establish the communication objectives; design the communication strategiesand media planning; and control the proposals designed
1.8.- Budget the communication campaign.
1.9.- Control communication practices.

Attitudinal:
1.10.- Listen carefully and appreciate the contributions of others.
1.11.- Actively search for data sources

Generic competences:

- Capacity for analysis and synthesis (It is trained intensively).
- Ability to organize and plan (Trains intensively)
- Skills to retrieve and analyze information from different sources (Intense training)
- Problem solving (Intense training)
- Decision making (Intense training)

5. COURSE CONTENTS OR THEMATIC SECTIONS

BLOCK I: INTRODUCTION TO MEDIA PLANNING.
BLOCK II: PLANNING AND ADVERTISING MANAGEMENT IN CONVENCIONALES MEDIA
BLOCK III: PLANNING AND ADVERTISING MANAGEMENT IN NON-CONVENTIONAL MEDIA.

6. LIST OF TOPICS

BLOCK I: INTRODUCTION TO MEDIA PLANNING TOPIC
TOPIC 1 – Agents in media planning
- 1.1. Introduction to advertising and integrated communication
- 1.2. Media planning as a process
- 1.3. The advertising agency and the media agency
- 1.4. Media groups

TOPIC 2 – Audience research and information sources
- 2.1. The audience
- 2.2. Sources of consultation
- 2.3. Audience studies

BLOCK II: ADVERTISING PLANNING AND MANAGEMENT IN CONVENTIONAL MEDIA
TOPIC 3 – The press
- 3.1. The press medium
- 3.1.1. Newspapers
- 3.1.2. Supplements
- 3.1.3. Magazines
- 3.2. Advertising spaces in the press
- 3.2.1. Preferred advertisement
- 3.2.2. General advertisement
- 3.2.3. Advertorial, press release
- 3.2.4. Financial advertisement
- 3.2.5. Word-based advertisement
- 3.2.6. New formats
- 3.2.7. Inserts and detachables
- 3.2.8. Envelopes
- 3.3. Terms of contract
- 3.4. Methodologies for measuring audiences in the press

TOPIC 4 – Television
- 4.1. The television medium
- 4.2. Programming and audience profiles
- 4.2.1. Television genres and programmes
- 4.3. Advertising spaces on television
- 4.3.1. Spot
- 4.3.2. Sponsorship
- 4.3.3. Advertorial
- 4.3.4. Overprint
- 4.3.5. Telepromotion
- 4.3.6. Flash
- 4.3.7. Telesales
- 4.3.8. Shake
- 4.3.9. Product placement
- 4.4. Terms of contract
- 4.5. Methodologies for measuring audiences on television

TOPIC 5 – Radio
- 5.1. The radio medium
- 5.2. Advertising spaces on radio
- 5.2.1. Spot

5.2.2. Mention
5.2.3. Microprograms
5.2.4. Sponsorships
5.3. Terms of contract
5.4. Methodologies for measuring audiences on the radio

TOPIC 6 – Cinema
6.1. The cinema medium
6.2. Advertising spaces in cinema
6.2.1. Slides
6.2.2. Films
6.2.3. Advertorial
6.3. Terms of contract
6.4. Methodologies for measuring audiences in cinema

BLOCK III: ADVERTISING PLANNING AND MANAGEMENT IN NON-CONVENTIONAL MEDIA
TOPIC 7 – Internet
7.1. The internet medium
7.2. Advertising spaces on the internet
7.2.1. Integrated spaces
7.2.1.1. Banner
7.2.1.2. Button
7.2.1.3. Page stealer
7.2.1.4. Link
7.2.2. Floating spaces
7.2.2.1. Layer
7.2.2.2. Pop-up and pop-out window
7.2.2.3. Curtain. The superstitial and the interstitial
7.2.3. Others
7.2.3.1. Sponsorships
7.2.3.2. Search engines
7.2.3.3. Product placement
7.2.3.4. Rich Media
7.3. Terms of contract
7.4. Methodologies for measuring audiences on the Internet

TOPIC 8 – Outdoor advertising
8.1. The outdoor advertising medium
8.2. Advertising spaces in the outdoor media
8.2.1. Large format media
8.2.2. Street furniture
8.2.3. Transport
8.2.4. Others
8.3. Terms of contract
8.4. Methodologies for measuring the audience of outdoor advertising

TOPIC 9 – The media plan
9.1. Analysis of the briefing
9.2. Analysis of the competition
9.3. Media objectives
9.4. Selection of media and supports. Strategy and tactics
9.5. Evaluation of the media plan

7. METHODOLOGY AND TEACHING TECHNIQUES

In this case, the methodology will be based on:

- Face-to-face classes of a masterful nature to be carried out in the classroom of the signature.
- Theoretical-practical classes to be realize in the classroom of the subject.

- Realization of practices in the classroom.
- Realization and development of practical work individually in a non-face-to-face manner (to be carried out outside the classroom).
- Face-to-face exams, provided that they are allowed by the center and following the recommended sanitary measures. In the event that these cannot be carried out, then the technological tools enabled for it will be used.

8. ASSESSMENT CRITERIA

MODALITY A: Attendance at 75% of the class hours taught.

It is composed of:

1).- Theoretical written test (50%): Three partial written exams will be held in person:

— The first partial exam, in which the knowledge acquired in topics 1-2 will be evaluated.
— The second partial exam evaluates topics 3-6.
— Finally, the third partial examn (topics 7-9) will be held days before Christmas holidays.

— Points:
- Those students who fail any of the partials, will be able to recover it the day that the exam of the January-February call is carried out.
- Those students who fail in the January-February convocatory circle, both in September and December, the exam will deal with the complete subject.
- Neither for September nor for December will partial notes be kept.
- Students who pass the first exam and the second exam (it is necessary to pass both to pass the subject), will be averaged between the two to obtain the grade corresponding to the written test.
- The value of the written test (average of the two exams or evaluation of the complete subject) represents 50% of the total of the subject.

2).- Practical part (50%):

A final group project will be carried out and will be tutored in practical classes. During the semester, a few hours will be left for the teacher to check the progress of the Media Plan to be handed in as the final group project. It is mandatory for all students to show the teacher this progress during the hours or classes assigned for it. Normally 4 students (the number of students will be determined in class by the teacher) will make a media plan that will be presented in class by all members of the team. The Media Plan must be handed in printed on the day of its presentation.

Important: No Media Plan will be accepted whose progress has not been reviewed by the teacher during the classes enabled for it.

Remarks:

- To pass the subject, the theoretical exam must be approved.
- All requested practices must be submitted so that the subject can be evaluated.
- If the media plan is delivered late, then the penalty will be 0.5 points.

MODALITY B: When the required attendance is not available to be assessed by modality A.

It consists of:

1).- Theoretical written test (70%): The student will take a single exam of the entire subject during the official session in January-February.

2).- Practical part (30%):

Students enrolled in this modality will also have to do a final project consisting of a Media Plan. In the case of these students, they can do the work alone or in a Group. If they do it in a Group, they will also have to present it on the day agreed for the rest of the Group. If the student does not wish to do it in a Group, then they will have to do it individually and hand it in on the day of the final exam.

In this modality, the student will have to hand in the project on the day they take the official exam (printed).

Note:

- If the media plan is handed in late, then the penalty will be 0.5 points.

SECOND AND THIRD CALL:

In both cases, the procedure to evaluate the subject will be governed by the following indications:

- Students will have to pass (grade from 5) the exam to which they will have to submit and that will deal with the complete subject. Neither for September nor for December will the notes of the partials be saved. The grade of this exam will represent 50% of the final grade of the subject.

- The student will have to deliver a MEDIA PLAN, following the same indications as the rest of his classmates. This media plan will represent 50% of the final grade of the subject.

9. REFERENCES

Specific

- González Lobo, M.A. and Carrero López, E.: Manual de planificación de medios. 4ª ed. Madrid: ESIC, 2006.
- Perlado Lamo de Espinosa, M.: Mass media planning. Madrid: McGraw-Hill, 2006.

General

- Bassat, L. The Red Book of Advertising. Barcelona: Folio, 1993.
- Beerli, A. and Martín, J.D. Techniques for measuring advertising effectiveness. Barcelona: Ariel, 1999.
- Bigné, J.E.: Advertising Media Research Topics. Madrid: ESIC, 2000.
- Callejo, J.: Investigate audiences. Barcelona: Paidós, 2011.
- Diez de Castro, E.; Martin Cabinet, E.: Media Planning. Madrid: Pyramid, 1993.
- Díez de Castro, E.; Martín Armario, E.; and Sánchez Franco. Marketing communication. Planning and control.
- Madrid: Pyramid, 2001
- Ferre Trenzano, J.M.: Advertising Communication Policies and Strategies. Madrid: Díaz de Santos, 1996.
- Martínez Ramos, E.: The use of the media in marketing and advertising. Madrid: Akal, 1992.
- Ortega Martínez, E. La Comunicación Publicitaria. Madrid: Pirámide, 1997.
- Pérez del Campo, E.: Communication outside the media. Madrid: ESIC, 2002.
- Pérez-Latre, F.J.: Planning and management of advertising media. Barcelona: Ariel, 2000.
- Sáiz de Vicuña Ancín, J.M.: El Plan de Marketing en la práctica, 5th ed. Madrid: ESIC, 2000.
- Sánchez Guzmán, J.R.: Teoría de la Publicidad, 4th ed. Madrid: Tecnos, 1993.
- Sánchez Franco, M.J. Public efficacy: theory and practice. Madrid: McGraw-Hill, 1999.
- Sanchez Perez, M. and Iniesta Bonilla, Mª A. "Models for determining the Advertising Budget: A Comparative Analysis". ESIC-Market, nº 95, January-March, 137-160.
- Soler Pujals, P. The Advertising Communication Strategy (The Account Planner). Barcelona: Feed-Back Ediciones, 1993.
- Surmaneck, J.: An Easy and Quick Guide to Media Planning. Madrid: Erasma, 1982.
- Wimmer, R.D.: Introduction to research in mass media. Mexico: Paraninfo, 2001.

Other sources of interest (web addresses, etc.)

- AIMC: www.aimc.es

- CARMA: www.carma.com
- IAB: www.iabspain.net
- INFOADEX: www.infoadex.es
- NATIONAL INSTITUTE OF STATISTICS: www.ine.es
- IPSOS: www.ipsos.es
- KANTAR MEDIA: www.kantarmedia.es
- NIELSEN: www.nielsen.com/us/en.html
- OJD: www.ojd.es
- TNS: www.tns-global.es