

DEGREE IN: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

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

Course: FIRST

Semester: SECOND

Type (Basic/Compulsory/Optional Training): Compulsory

Weekly class hours: 4

Total Credits (ECTS): 6

Year of the Study Plan: 2010

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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:

With the sole purpose of achieving the maximum possible use of the subject, it is recommended that the student has basic knowledge about the different communication groups existing in Spain, as well as the structure of the advertising field and the activity derived from it.

RECOMMENDATIONS:

It is essential that the student shows, at all times, interest in achieving the objectives set in the subject Planning and Management of Advertising Media. To achieve them, it is understood as essential a personal work both before the classes and after them.

When fully developing the work of the subject, it is recommended to have a computer and have access to the Internet to be able to make the relevant queries.

ADAPTATIONS FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH DISABILITIES, ...)

The subject Planning and Management of Advertising Media will be adapted in form and content for those students with special needs, under consultation with the teacher of the subject.

4. OBJECTIVES AND COMPETENCIES

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 strategies and 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

CHAPTER 1.- Introduction to the planning and management of advertising media.

1.1.- Introduction

1.2.- Media planning in Spain. A history of only 40 years.

1.3.- Complexity in media planning.

1.4.- Relationships between media planning and marketing.

1.5.- Reasons for the current importance of media planning.

1.6.- Media planning today.

1.7.- Knowledge and attitudes of the media planner.

1.8.- Place occupied by media planning in the marketing of a product.

CHAPTER 2.- Media panorama in Spain

2.1.- Overview of advertising media:

2.1.1.- Definition and classification of advertising media. 2.1.2.- General characteristics of advertising media.

2.1.3.- Advertising treatment of the media:

2.1.4.- Main trends.

2.2.- Advertising media in Spain:

2.2.1.- Daily press.

2.2.2.- Weekly supplements.

2.2.3.- Magazines

2.2.4.- Television

2.2.5.- Radio.

2.2.6.- Cinema

2.2.7.- Exterior.

2.2.8.- Internet

CHAPTER 3.- Sources of information.

3.1.- Overview of information sources.

3.2.- Sources relating to the dissemination and distribution of printed materials.

3.3.- Sources related to the hearings.

3.4.- Sources related to media rates.

3.5.- Sources related to the advertising activity of the brands.

CHAPTER 4.- Variables of analysis in the management and planning of advertising media.

4.1.- Introduction.

4.2.- Variables of analysis in media planning.

CHAPTER 5.- Negotiation and media purchase.

8.1.- What is the negotiation?

8.2.- Guidelines for the negotiation of advertising media.

8.3.- What is negotiated in each medium.

8.4.- Purchase of media.

CHAPTER 6.- Elaboration of a media plan.

6.1.- Introduction.

6.2.- El briefing.

6.3.- The control of competition.

6.4.- Work plan. Phases:

6.4.1.- Background.

6.4.2.- Target audience. 6.4.3.- Media strategy.

6.4.4.- Recommendations for periods of activity.

6.4.5.- Choice of advertising media.

6.4.6.- Timing of insertions. 6.4.7.- The budget.

6.4.8.- Evaluation and monitoring of the media plan proposed for the campaign.

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 realized 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

It is composed of:

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

- One of them, in which the knowledge acquired in topics 1-2 will be evaluated.
- The second partial exam (topics 3-5) will be held days before the official exam session in January-February.
- Points:
 - o 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.
 - o Those students who fail in the January-February convocatory circle, both in September and December, the exam will deal with the complete subject.
 - o Neither for September nor for December will partial notes be kept.
 - o 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.
 - o 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%):

During the course there will be a series of practical exercises that will be delivered obligatorily on the date and mode agreed. All will have a value of 2 points.

In addition, a final group work will be carried out that will be tutored in the practical classes. Normally 4 students will make a media plan that will be exposed in class by all the members of the team (3 points). The Media Plan will have to be delivered in print on the day of its exhibition.

Remarks:

- To pass the subject, the theoretical exam must be approved.
- All requested practices must be submitted so that the subject can be evaluated.
- For each delay in practice, the penalty will be 0.1 (delay per practice).
- If the media plan is delivered 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. REFERENCESSpecific

- 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.
- Díez de Castro, E.; Martín Cabinet, E.: Media Planning. Madrid: Pyramid, 1993.
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- 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