

## MKT9728 MEDIA PLANNING IN THE DIGITAL AGE

Semesters offered: Fall & Spring

Credits: 3.0

### LEARNING GOALS

This course covers advanced managerial and analytical treatment of the media planning and decision process, including an introduction to the use of digital marketing communications channels. The course includes the role of media considerations in advertising, marketing, business planning; media strategy; and media effectiveness evaluation, information systems, computer models, and control systems. Recent developments and problems in digital media research are given special attention.

### SKILLS GAINED

- \* Understand media's role in business and marketing and the processes for budgeting, research, planning, buying and evaluation.
- \* Be aware of all types of media including video (TV & Online), mobile, digital, print, out-of-home, social and alternative/emerging.
- \* Create a holistic media plan with objectives, strategies, budgets, target audience, media selections, deliveries and measurements.

### TYPES OF ASSIGNMENTS

Assignments involving case studies that require write-ups and analysis, Midterm exam, Final project, and Class participation.

### BUSINESS PROBLEMS ADDRESSED

How do we use media to help brands meet their marketing objectives and reach their target audiences?

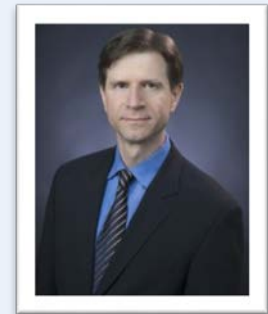
How do we strategically identify which media channels to use and how do we allocate advertising budgets?

### A TYPICAL CLASS

This is an in-person class utilizing a lecture and discussion format. Industry-sourced material gathered online will constitute some assigned readings during the semester. Students are encouraged to ask questions and share opinions and perspectives during each class. Students are also expected to complete assigned readings to help inform their opinions. Guest speakers may join to address certain topics.



### PROFESSOR BIO



Prof. Craig Jaffe

Craig Jaffe is an award-winning research strategist with 24 years of experience delivering insights for television networks, digital publishers, and advertising agencies. He has been reported in The New York Times, Forbes, and other sources as a commentator on the media industry. In the field of measurement, he helps establish industry standards used to audit Google, Nielsen, and other companies measuring advertising and content.