

COMM 2006 ADVERTISING: MEDIA

Credit Points 10

Legacy Code 101034

Coordinator Susanna Benzko ([https://directory.westernsydney.edu.au/search/name/Susanna Benzko/](https://directory.westernsydney.edu.au/search/name/Susanna%20Benzko/))

Description This unit explores the critical role of Media in Advertising Campaigns. Through research, analysis and strategic thinking, students will develop media plans for clients. This unit covers media planning in depth: choosing different combinations of media to achieve campaign objectives - digital, outdoor, print, social, radio, TV, cinema, ambient; the use of consumer insight in planning, measures of performance, and creativity in planning and buying.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) MKTG 1001 OR MKTG 1006

Equivalent Subjects LGYA 0738 - Audience Analysis and Media Planning

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the key concepts and terminology used in advertising media planning.
2. Formulate objectives, strategies and tactics for media planning.
3. Use research and knowledge of audiences and the media environment to develop creative media strategies and tactics. (To be assessed by completing Exercises and the Major Project.)
4. Prepare, cost and evaluate a basic media plan and develop a hypothetical media calendar flow chart, allocate budget. (To be assessed by completing Exercises and the Major Project.)
5. Apply Professional Conduct to tasks.

Subject Content

Introduction/Australian Media Market Overview
Media options available and analysis
The steps within the Media process
Media Strategy development
Target Audience review
Competitor Analysis
Media Implementation
Digital Media
Accountability

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Quiz	10 x 10 question quizzes	20	N	Individual
Critical Review	5 min presentation; 500 word report	30	N	Individual
Reflection	2.5 hrs visit, 500 word written task	10	N	Individual
Report	4,000 words	40	N	Group

Teaching Periods

Autumn

Online

Online

Subject Contact Susanna Benzko ([https://directory.westernsydney.edu.au/search/name/Susanna Benzko/](https://directory.westernsydney.edu.au/search/name/Susanna%20Benzko/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2006_22-AUT_ON_O#subjects)

Parramatta - Victoria Rd

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2006_22-AUT_PS_D#subjects)

Sydney City Campus - Term 1

Sydney City

Day

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2006_22-SC1_SC_D#subjects)