

COMM 3051 ADVERTISING: MEDIA

Credit Points 10

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

School Humanities & Comm Arts

Student Contribution Band

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

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 2013 Advertising Strategy OR MKTG 2010 Customer Experience Fundamentals

Restrictions

Successful completion of 80cp at Level 1, and at least 40cp at Level 2.

Learning Outcomes

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
4. Prepare, cost and evaluate a basic media plan and develop a hypothetical media calendar flow chart, allocate budget
5. Critically evaluate key roles and responsibilities within Media Agencies
6. Apply Professional Conduct to tasks

Subject Content

1. Introduction/Australian Media Landscape
2. Media in the marketing context
3. Target audience analysis
4. Media channel options – when and how to combine
5. Media terms and definitions
6. Harnessing data for insight, planning and analysis
7. The key steps in creating a media plan
8. Advertising Media roles and careers