

COURSE CODE: **MMC544M**

COURSE TITLE: **Media Planning**

DEPARTMENT: **Marketing and Advertising**

REFERENCES

- Geskey, R. D. (2017). Media Planning & Buying in the 21st Century. Michigan: 2020: Marketing Communications LLC.
- Katz, H. (2009). The Media Handbook: A Complete Guide (Third ed.). New Jersey: Lawrence Erlbaum Associates.