

Course Code: ADMEDIA

Course Title: Media Planning and Buying

Course Description:

This course will provide the fundamental knowledge for strategic media plan preparation, implementation and evaluation. It will familiarize the student with basic media terms and language, take the student through a step-by-step guide to media planning and enable the student to properly evaluate media recommendations and make sound media decisions.

Department: Marketing and Advertising

Required text and materials

Transnational media and contoured markets : redefining Asian television and advertising / Amos Owen Thomas, Amos Owen, 1954- New Delhi : Sage Publications, 2006.

Other References

Digital signage broadcasting : content management and distribution techniques / Lars -Ingemar

Lundstr Lundstrom, Lars-Ingemar. Burlington, MA : Elsevier/Focal Press, c2008.

Graphis. 2009. Graphis Poster Annual 2008. Published by Graphis Inc. USA

Antin. Tony.1993. Great Print Advertising: Creative Approaches, Strategies And Tactics. New York. USA

Noble,Ian & Bestley,Russell. 2001. Experimental Layout. Rotovision SA. East Sussex.UK

Myerson, Jeremy & Vickers, Graham 2002. Rewind: 40 Years of Design & Advertising. Paladin Press Limited. London UK

ONLINE RESOURCES:

www.imediaplanning.com/create-a-media-plan.html

www.globalissues.org/article/16-/media-and-advertising