



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Plan (MMS / PGDM)**  
**Academic Year (2014-15)**

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**Programme:** MMS / PGDM

**Name of the Course:** Media Planning & Strategy

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**Maximum marks:** 100 **No. of Sessions:** 15

**Name of the Faculty:** Mahima

**Mobile No:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Weblink:**

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**Learning Objectives:**

Media Planning refers to a series of decisions required in an effort to deliver the ad message to a large target audience in an effective manner at low cost. ... Media planning involves setting certain media objectives and strategies to accomplish the pre-determine business or advertising objectives

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**Reference Books:**

Jack Z. Sissors and Roger Baron (2002). Advertising Media Planning 7th edition. New York: McGraw-Hill

Dennis Martin and Robert Coons (2002).

Media Flight Plan IV . Provo, Utah: Deer Creek Publishing. (This is a software program that you must purchase, Mac OS version preferred). Clarke Caywood (ed) (1997).

The Handbook of Strategic Public Relations and Integrated Communications, New York: McGraw-Hill. (Readings are on Reserve in JRR)

Esther Thorson and Jeri Moore (eds.) (1996)

Integrated Communication. Mahwah, NJ: Lawrence Erlbaum (Readings are on Reserve in JRR)



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Pedagogy</b>	<b>Remark</b>
1	Role and importance of media planning	Lecture/Slides/Cases	
2	Media planning concepts	Lecture/Slides/Cases	
3	Determining a “media mix”	Lecture/Slides/Cases	
4	Media models	Lecture/Slides/Cases	
5	Qualitative inputs for the planning process	Lecture/Slides/Cases	
6	Media research	Lecture/Slides/Cases	
7	Scheduling tactics	Lecture/Slides/Cases	



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8	Achieving cost-effectiveness	Lecture/Slides/Cases	
9	Media in India	Lecture/Slides/Cases	
10	Special issues in Indian media	Lecture/Slides/Cases	
11	Presentations and Case Studies	Lecture/Slides/Cases	



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		
Presentation, Assignment etc.		
Class Participation		
Student Conduct		

**Mahima**

**Signature of Faculty**

**Signature of Co-ordinator**