

**Description of Course Unit according
to the ECTS User's Guide 2015**

Course unit title	MEDIA PLANNING
Course unit code	MED 6310
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	2021/2022
Semester/trimester when the course unit is delivered	4
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	Ulfah Hidayati
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students have a good understanding of the characteristics of various types of media; print media, electronic media, digital media. 2. Students understand the form of media planning in marketing activities. 3. Students are able to plan media planning strategies in conveying messages/information. 4. Students are able to design forms of media planning.
Mode of delivery (face-to-face, distance learning)	Distance Learning
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> 1. Media characteristics 2. Principles of planning media strategy 3. Media content analysis TV, print, radio, online 4. Programming content 5. Determination of prime time and advertising selling price 6. Evaluating and selecting media vehicles 7. Make a media plan
Recommended or required reading and other learning resources/tools	Book <ol style="list-style-type: none"> 1. Shimp, Terence (2010), <i>Marketing & Promotion</i>. London: Routledge 2. Fill, Chriss (2010), <i>Marketing Communication</i>. London: Routledge

	<p>3. Mckinley, Mary M. 2012. Ethics in Marketing and Communications (A Toward a Global Perspective). New York : Palgrave MacMillan</p> <p>4. Sissors, Jack. 2010. Advertising Media Planning. Mc Graw Hill</p>
Planned learning activities and teaching methods	<p>Lecture.</p> <p>Individual Assignment</p> <p>Team/Group Work.</p> <p>Report Preparation and/or Presentation</p>
Language of instruction	Indonesian
<p>Assessment methods and criteria</p> <ul style="list-style-type: none"> • There are Assignments, Midterms, Final Examination, and Term-Project Presentation. <p>(Appendices □ assessment criteria)</p>	