



COURSE NAME: MEDIA PLANNING

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION

Prof. Aitor Martín

ECTS. 3

TERM: 2

**COURSE TIMETABLE
WEEKLY PLANNING**

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. Introduction to media planning.	X			Lectures and student's work	1,5	2
	2	1. Introduction to media planning.	X			Lectures and student's work	1,5	2
	3	1. Introduction to media planning.	X			Lectures and student's work	1,5	3
2	4	2. Key elements to media planning. Audience research.	X			Lectures and student's work	1,5	2
	5	2. Key elements to media planning. Audience research.	X			Lectures and student's work	1,5	2
	6	2. Key elements to media planning. Media strategy.	X			Lectures and student's work	1,5	3
3	7	3. Paid media. Convergence and new media.	X			Lectures and student's work	1,5	2
	8	3. Paid media. Convergence and new media.	X			Lectures and student's work	1,5	2
	9	3. Paid media. Convergence and new media.	X			Lectures and student's work	1,5	3
4	10	3. Paid media. Television.	X			Lectures and student's work	1,5	2
	11	3. Paid media. Television.	X			Lectures and student's work	1,5	2
	12	3. Paid media. Television.	x			Lectures and student's work	1,5	3
5	13	3. Paid media. Printed media.	X			Lectures and student's work	1,5	2
	14	3. Paid media. Printed media.	X			Lectures and student's work	1,5	2
	15	3. Paid media. Printed media.	X			Lectures and student's work	1,5	3
Subtotal 1							22,5	35
Total 1 (Attendance hours and student's work hours between weeks 1 to 5)							57,5	
6-8	Submission of assignments						4	
	Tutorial time. Meeting with students.						2	
	Final exam preparation						11,5	
Total 2 (Student's work hours between weeks 7 to 8)							17,5	
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)							75	