UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Media Strategic Planning

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Media Strategic Planning (V1018)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOEL FILIPE PEDROSO VAZ

12. Assistants

Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES

13. Teaching Language

Portuguese

14. General Objectives

This curricular unit has as general objective to make a conceptual and practical approach to media planning in the marketing context.

15. Specific Objectives

1. Understand how the advertising market is organized and the respective means of diffusion ;
2. Understand the structure of a media plan and its relation with the marketing strategy and brand communication
3. Understand the characteristics of each of the media, online and offline, as well as its importance in a media plan.

16. Skills to be acquired

1. Define a media strategy that contemplates its different components .
2. Selecting the appropriate media and supports for the brand, its context and audiences.
3. Analyse the results of the implemented communication actions.

17. Teaching Methodology

The theoretical-practical classes will consist in exposing concepts related to business communication based on the bibliography of the curricular unit. The tutorial sessions will consist in applying the contents taught in theoretical-practical classes through practical exercises with respective monitoring by the teacher.

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18. Course Unit Program

1. The advertising market
1.1 The media nowadays: from offline to online
1.2 Organization of the advertising market
1.3 Relationship advertiser/agency/media
2. Media planning
2.1 Communication objectives
2.2 Target audiences
2.3 Advertising budget
3. The traditional means of advertising diffusion
3.1 Television
3.2 Radio
3.3 Print media
4. Means and techniques of marketing communication
4.1 Direct Marketing
4.2 Point of sale and promotions
4.3 Alternative Media
5. Digital communication channels
5.1 Online advertising
5.2 Email marketing
5.3 Social Networking

19. Assessment Methods

The evaluation of the curricular unit will be made in a continuous way through the realization of the following elements:
- Attendance and participation in class;
- 2 Frequencies;
- 1 Group work.

20. Didactic Resources

Recommended books (Bibliography)
2. Slides shared by the teacher
3. Case Studies
4. Moodle

21. Sustainability Objectives

Develop a critical and informed look at the need to structure sustainable, ecological and responsible advertising projects.

22. Keywords

Advertising, Communication Strategy, Planning, Online Advertising, Offline Advertising

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23. Main Bibliography

Author(s):	FAUSTINO, Paulo		
Title:	Marketing Digital na Prática		
Edition:	1ª	Year:	2019
Local:	Lisboa		
Publisher:	Marcador		

Author(s):	GOUVEIA, Marco		
Title:	Marketing Digital - O Guia Completo		
Edition:	1ª	Year:	2022
Local:	Porto		
Publisher:	Ideias de Ler		

Author(s):	KATZ, Helen		
Title:	The Media Handbook: A Complete Guide to Advertising Media		
Edition:	6ª	Year:	2017
Local:	New York		
Publisher:	Taylor & Francis		

24. Complementary Bibliography

Author(s):	JONGEN, Wijnand		
Title:	The End of Online Shopping		
Edition:	1ª	Year:	2018
Local:	Amesterdão		
Publisher:	World Scientific Publishing Company Pte. Limited		

Author(s):	MARQUES, Vasco		
Title:	Redes Sociais 360		
Edition:	1ª	Year:	2020
Local:	Lisboa		
Publisher:	Actual Editora		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PLANIFICAÇÃO ESTRATÉGIA DOS MÉDIA': Academic Year 2024/2025
Autor / Author	Prof. Doutor JOEL FILIPE PEDROSO VAZ
Classificação / Classification	-
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Colaborador(es) / Colaborator(s)	-
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