UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Media Strategic Planning

Academic Year 2025/2026

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

Drª MARIANA DE OLIVEIRA BERGA RODRIGUES

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

This course directly and indirectly supports the objectives set out in the 2030 Agenda (SDGs):
- SDG 1: Promote fair trade practices in vulnerable communities.
- SDG 8: Ensure decent working conditions and sustainable economic growth.
- SDG 9: Foster innovation with sustainable technologies via digital platforms.
- SDG 12: Adopt consumption and production practices that minimize environmental impact.

22. Keywords

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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
ISBN Code:

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

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

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
ISBN Code:

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

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Título / Title	Course Unit Program 'PLANIFICAÇÃO ESTRATÉGIA DOS MÉDIA': Academic Year 2025/2026
Autor / Author	Prof. Doutor JOEL FILIPE PEDROSO VAZ
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