



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **80**TANTESIMO 2019



Introduction



Media Management
Advertising
Advertising and Brand Research
Events & Sponsorship
Digital Communication
Trade Marketing
Brand Strategy
Corporate Communication
Internal Communication





What will you learn in this course?



What will you learn in this course?

What is a brand and how to build one from scratch

amazon



Coca-Cola



What will you learn in this course?

**How to manage a
brand portfolio
And how to measure
brand success**





What will you learn in this course?

How to choose the right advertising media and how to plan and buy them



**How will we do
that?**



15 Face-to-face lessons Case-studies & Project works



The course



The Course: 15 lessons, 30 hours

Live:

- | | | |
|------------|-------------|---|
| ■ Tuesday | 9.00–11.00 | classrooms Aula 4 (Vaschette) |
| ■ Thursday | 12.00–13.30 | Aula 1 (Vaschette) |

Meet video:

Link: meet.google.com/rra-gjyp-rid

Please use your **@LUMSAstud** email address

And will we play



Mentimeter

**At the end of each lessons there will be a
game on the same topics we just
discussed**



Kahoot.it

Please download the **Kahoot app, and choose a nickname.**

Kahoot!

Blog Explore games Enter game PIN! Log in Sign up

Schools Businesses Family & friends Publishers Mobile app More

Make learning awesome!

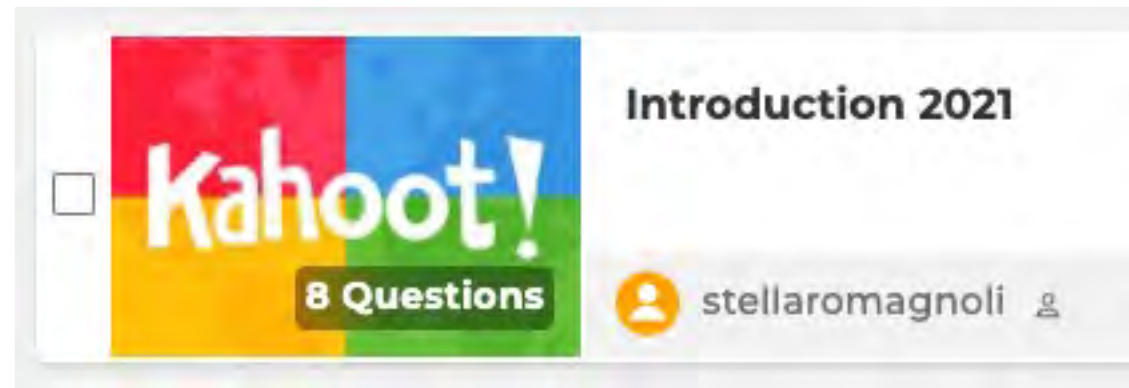
Kahoot! makes it easy to create, share and play fun learning games or trivia quizzes in minutes.

Sign up for free

Watch video



Let's try it now



**Keep the SAME
nickname**



Because the **Kahoot** points are
useful for the final grade...



The **first half** of the class ranking will receive **an extra point** to add to the written test result

But there will be
other occasions to
get points during the
course...

So be present and **PAY** attention to the lessons





Course contents



Course contents. **Section 1: Brand and Brand Strategy**

- Brand history and definitions
- Branding process
- Brand Identification System
- Brand value & brand audit
- Brand management
- Brand choreography and customer journey



Course contents. **Section 2: Media Planning**

- Owned, paid & earned media
- Offline and Online key media metrics
- Media scenario: TV, radio, press, Out-of-home, cinema, internet
- Google Ads
- Facebook For Business and other social media platforms
- Media planning and buying process
- The advertising budget



You will find all the slides and
videos on **my course website**



<https://www.stellaromagnoli.com>

The screenshot shows the Stellaromagnoli website with a dark blue header. The navigation menu includes: Home, LUMSA (with a dropdown arrow), Sapienza (with a dropdown arrow), Luiss, LINK Campus, Altro (with a dropdown arrow), and About me. The LUMSA dropdown menu is open, displaying a list of courses and seminars:

- 2021-22 | Brand Management & Media Planning
- 2020-21 | Brand Management & Media Planning
- 2019-20 | Media Planning & Brand Management
- 2021-22 | Pianificazione e Controllo della Comunicazione
- 2020-21 | Pianificazione e Controllo della Comunicazione
- 2019-20 | Pianificazione e Controllo della Comunicazione
- Master Marketing Digitale
- Economia e Organizzazione degli Eventi 2012-13
- Seminario sulle Sponsorizzazioni 2009-10
- Strumenti e Strategie della Comunicazione d'Impresa 2008-9



https://www.stellaromagnoli.com/BMMP_2021_22



Lessons

Syllabus

Teamworks

Exams

About me

BRAND MANAGEMENT & MEDIA PLANNING



LUMSA 2021-2022 | STELLA ROMAGNOLI

[Here's the link to the lessons on Google Meet](#)

And please **fill in** the **Google form** that you'll find on the website, so that I can **match** your names and nicknames for the Kahoot games

BMMP course 2021-22 | Name and nickname match

kindly fill this module, so that I can match the nickname with your identity

 s.romagnoli2@lumsa.it (non condiviso) [Cambia account](#) 

*Campo obbligatorio

Your first name *

La tua risposta

Your last name *

La tua risposta

Your Nickname for the Kahoot games (you have to use exactly the same every time) *

La tua risposta



Assessment & project Works



Assessments & project works

To better understand the course contents, there will be:

- **Kahoot competitions** (individual games)
- **2 project works** (in teams) regarding **Branding and Media Planning** on real case. The **3 best teams** will get **another point** to add to the written test grade



Team works

You will form **teams** of max 7-8 members each.

Send me an email: stellaromagnoli@gmail.com with the names and emails of your teammates

If you don't have a team I will create it for you.

The final grade



How the final grade is calculated

The **final grade** is the **average** of the

- **Written test's mark** (30' test, about 16 questions, max 30 points). The test will take place on the elearning LUMSA platform on the **exam day** (there will be also an **exemption on the last day of the course**)
- **Average** of the **2 project works's marks** (max 30 points) during the course (for **attending students only**)

For **non-attending students**:

- Average of the **written test's mark** and the **oral exams' mark**.

Full grade: 30/30 cum laude



The calculation of the final grade

| TEAMWORK ASSIGNMENT 1 | TEAMWORK ASSIGNMENT 2 | WRITTEN TEST | | KAHOOT POINTS |
|---|--|---|--|-----------------|
| Kapferer's prism | Preparing a Facebook Campaign for a real company | 30' test with open (0-3 pt.) and closed (0-1 pt.) questions | | + Kahoot points |
| GRADE (X/30) | GRADE (X/30) | GRADE (X/30) | | |
| average mark | | test grade+ Kahoot points | | |
| (AVERAGE TEAMWORK MARK + WRITTEN TEST MARK)/2 = FINAL GRADE | | | | |



An example

| TEAMWORK ASSIGNMENT 1 | TEAMWORK ASSIGNMENT 2 | WRITTEN TEST | KAHOOT POINTS |
|---------------------------|-------------------------------|---|-----------------|
| Kapferer's prism | Preparing a Facebook Campaign | 30' test with open (0-3 pt.) and closed (0-1 pt.) questions | + Kahoot points |
| 30 | 25 | 27 + 1 | |
| 27,5 | | 28 | |
| 27,8 | | | |
| Final grade: 28/30 | | | |



The written test is mandatory for everyone



For the **written test** we will use LUMSA **e.learning platform**

Home > I miei corsi > Brand Management & Media Planning

Dashboard Home del sito Calendario Badge Tutti i corsi Attiva modifica

Course management

The course aims to teach the student how to approach the brand, define its positioning, set up an integrated communication plan, and how to plan paid media.