

COM3406: STRATEGIC MEDIA PLANNING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Strategic Media Planning

Subject Code

COM - Media and Communication

Course Number

3406

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN3570 Strategic Media Planning

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to provide students with a basic understanding of the mass media in Hong Kong, Greater China and the world, and how they are incorporated into the integrated marketing communication process. It will discuss the strategic

and tactic planning, selection and evaluation of all major publicity media and consider the various decisions and problems that arise in those processes. In addition to gaining a broad knowledge of the various factors that influence the mass media, students will learn specifically how strategic communicators and advertisers plan and implement media decisions.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Grasp basic skills in formulating media plans and learn some audience measurement and calculation skills		x		
2	Apply marketing communication skills to media planning			x	x
3	Analyse problems in the media planning process		x	x	x
4	Demonstrate knowledge of basic ideas of media buying		x	x	x
5	Produce media plans which meet professional standards		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures & discussion	Students will engage in discussion of the theoretical framework on formulating and preparing media plans	1, 2, 4	1 hour per week
2	Lectures & discussion	Students will analyze and compare different media plan samples	2, 3	1 hour per week
3	Exercises	Students will formulate media plans to ensure that students can master the knowledge and skills learnt in the course	1, 2, 3, 4, 5	1 hour per week + Out-of-class time

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Individual Assignments and Participation	1, 2, 3, 4, 5	20	-	Yes
2	Quiz	1, 2, 3, 4	30	-	No
3	Final Project	1, 2, 3, 4, 5	50	-	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Individual Assignments and Participation

Criterion

CAPACITY for analysing media decisions and planning media strategies for specific products or institutions

Excellent (A+, A, A-)

Successfully completed the assignments and actively participated in all of the related class activities.

Good (B+, B, B-)

Adequately completed the assignments and actively participated in most of the related class activities.

Fair (C+, C, C-)

Completed the assignments and occasionally participated in the related class activities.

Marginal (D)

Completed the assignments with much room for improvement and rarely participated in the related class activities.

Failure (F)

Did not complete the assignments nor participated in the related class activities.

Assessment Task

Quiz

Criterion

KNOWLEDGE of media choices and media planning process

Excellent (A+, A, A-)

Demonstrated full understanding of the concepts and theories covered in the class.

Good (B+, B, B-)

Demonstrated solid understanding of the concepts and theories covered in the class.

Fair (C+, C, C-)

Demonstrated appropriate understanding of the concepts and theories covered in the class.

Marginal (D)

Demonstrated minimal understanding of the concepts and theories covered in the class.

Failure (F)

Demonstrated little or no understanding of the concepts and theories covered in the class.

Assessment Task

Final Project

Criterion

CAPACITY for SELF-DIRECTED LEARNING to understand media planning practices, including

- Consumer profiling and identifying what to promote.
- Client profiling and analysing its market competitiveness.
- Conducting a comprehensive situation analysis.
- Identifying and proposing media objectives and strategies.

Excellent (A+, A, A-)

Successfully completed the project and produced a high-quality output.

Good (B+, B, B-)

Adequately completed the project and produced a decent quality output.

Fair (C+, C, C-)

Completed the project with some room for improvements.

Marginal (D)

Marginally completed the project with a poor-quality output.

Failure (F)

Failed to hand in work or work is of extremely poor quality.

Additional Information for AR

More specific grading criteria for selected assessment tasks/activities are as follows:

Projects:

- Quality of analysis
- Data collection
- Organization
- Presentation style and skills

Part III Other Information

Keyword Syllabus

Media plan; Reach and Frequency, Strategy, Tactics, Situation analysis, Media buying, PEST, SWOT, Integrated marketing communication.

Reading List

Compulsory Readings

Title	
1	Kelly, L. D., & D. W. Jugenheimer (2004). Advertising Media Planning: A Brand Management Approach. Armonk, NY: M.E. Sharpe.

2	Jones, J. P (Ed.) (1999). The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications. Thousand Oaks, California: Sage Publications.
3	Sissors, J. Z., & R. B. Baron (2002). Advertising Media Planning (6th ed.). Chicago, Ill: McGraw-Hill..
4	Surmanek, J. (1995). Media Planning: A Practical Guide (3rd ed.). Lincolnwood, Ill: NTC Business Books.
5	Surmanek, J. (2004). Advertising Media A to Z: The Definitive Resources for Media Planning, Buying, and Research. New York: McGraw-Hill.