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Help your students master the skills and techniques needed to research, plan, and buy advertising media. By working through carefully constructed exercises, they'll learn how to apply their knowledge of how media are selected and make well-informed media buying decisions. Over 30 assignments, complete with in-depth discussions, cover the entire range of media problems including market analysis, media analysis, and media strategy.

Workbook companion to textbook, Media Planning & Buying in the 21st Century, 3rd Edition. Covers each chapter of textbook. Includes open ended questions, math problems, analysis, media mix model, role playing exercises, etc.

Unlike existing media texts, Media Planning and Buying in the 21st Century places emphasis on media planning and buying in the context of the major marketing and communications trends, from integrated marketing communications, the integration of traditional, digital and social media, the recognition that media buying and selling as equal partners with planning, and much more. We are in the early stages of a marketing and media revolution, but existing media books are still stuck in the 20th century. IMC continues to be ignored by many agencies. Accountability and ROI still an alien concept. Social media are barely mentioned. There is little recognition of media convergence. And so on. Yet, consumers are gaining more and more control over their access to product information and media consumption-- getting the information they want when it is relevant. Interactive opportunities with consumers are growing exponentially. The emergence of new digital media including search, mobile, and internet video, is both empowering for consumers and is creating new communications opportunities for brands. Organizationally, the textbook introduces important subjects in a logical, sequential manner, beginning with an introduction and positioning of media, followed by the basics of media math, and the concepts of audience, costs, and impact. Next is a discussion of the issues affecting media planning-- from marketing and communications roles to defining target markets and more. At this point, students have sufficient background to develop a strategic media plan (workbook provides cases). After the plan is done and approved, it must be executed, so media buying and negotiation is discussed. Finally, what is the future...? Part I: INTRODUCTION 1. Welcome to the Future 2. The Business of Media 3. The Revolution Part II: THE BASICS 4. Media Math Refresher 5. Understanding Media Audience Concepts 6 Understanding Media Costs 7. Understanding Media Impact PART III: MEDIA PLANNING CONSIDERATIONS 8. Media in Marketing 9. Media Communication Models 10. Defining the Target Audience 11. Geographic Issues 12. Timing & Scheduling Issues 13. Developing a Budget to Grow By 14. Integrated Marketing Communications 15. Traditional Media 16. New & Digital Media 17. Social Media 18. How to Develop a Strategic Media Plan PART IV: MEDIA BUYING 19. Introduction to Media Buying & Negotiations 20. Buying Broadcast Media 21. Buying Print Media 22. Buying Internet Advertising 23. Non Traditional Buying Channels PART V: THE FUTURE 24. Media in the Future

The second edition of Media Strategy & Planning Workbook: How to Create a Comprehensive Media Plan is now available from Racom Communications. This edition features four significantly upgraded chapters (11 total), 94 new content pages, 112 new exhibits and illustrations, 3 new tear-out exercises, "a 50 percent larger glossary and one completely new chapter focusing on how the media industry operates. The book includes how a media buy is actually made in each paid medium; media plan pretesting; ad agency media department operations; detailed term project specifications for instructors; instructor's guide featuring a course syllabus, exercise answer keys, proposed mid-term and final exams, PowerPoint files to support chapter exhibits and illustrations, and PDF files of exercises and tests. This new book is designed to teach students how to create a comprehensive media plan. It is the most how-to teaching tool available and focuses on teaching marketable skills.

Lay down the foundations of a successful business venture through a thoroughly researched and competitive business plan. Based on tried and tested business methodology used at the leading business school, Cranfield School of Management, this 10th edition of The Business Plan Workbook guides you through all the necessary steps to constructing a winning business plan. This is a practical run-through of 24 key areas of development of strategic planning. It will allow you to think of these areas in isolation through the use of assignments that ensure you have stress-tested your business proposition. This guide covers how to - Come up with a winning business idea - Complete market and competitive research - Set up a winning marketing strategy - Forecast watertight financials and projections - Define realistic operations and staffing - Deliver an unforgettable pitch to potential backers and investors This new and fully updated edition includes 67 business case studies that show you how successful entrepreneurs have dealt with strategic planning in the past. The content has been streamlined to focus on the most critical parts of business planning, ensuring you spend time where it matters and stay competitive. With new information resources and financial planning consideration, this is an invaluable guide for entrepreneurs, business executives and students.

This book provides simple explanations of advertising media sources and calculations along with real-world examples of source material from advertising and media companies. Each of the book's 45 concise units opens with a brief text segment, presents sample source materials from actual advertising and media companies, and concludes with hands-on exercises. Compact units cover all key topics including communication planning and media strategies. A media math primer, standard media formulae, media planning checklists, and a glossary of media terms are also included. Designed for practitioners and students, the latest edition includes new exercises with new media formats and digital media and new units devoted to popular social media channels.

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