



Media Planning & Brand Management

Stella Romagnoli

Marketing & Digital Communication

LUMSA 2019-2020



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Exam instructions





How final grade is calculated



How the final grade is calculated

TEAMWORK ASSIGNMENT 1	TEAMWORK ASSIGNMENT 2	TEAMWORK ASSIGNMENT 3	WRITTEN TEST		KAHOOT POINTS
Brand Structure & Brand Personality analysis	Writing a Brand Value Proposition for a real company	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)	GRADE (X/30)		
average mark			test grade+ Kahoot points		
(AVERAGE TEAMWORK MARK + WRITTEN TEST MARK)/2 = FINAL GRADE					



E.g.

TEAMWORK ASSIGNMENT 1	TEAMWORK ASSIGNMENT 2	TEAMWORK ASSIGNMENT 3	WRITTEN TEST	KAHOOT POINTS
Brand Structure & Brand Personality analysis	Writing a Brand Value Proposition	Preparing a Facebook Campaign	30' test with open (0-3 pt.) and closed (0-1 pt.) questions	+ Kahoot points
30	27	25	27 + 1	
27,3			28	
27,7				
Final grade: 28/30				



Preparing for the test



When preparing for the exam, check the Exams page

[Lessons](#)[Syllabus](#)[Attendance](#)[Teamworks](#)[Exams](#)[About me](#)

EXAMS

Here you'll find all the informations regarding the written test and the final exam.

DATE	TEST	ORALS
January, 18 2020	8.00 (30" written test)	10.30 (following)
February, 1 2020	8.00 (30" written test)	10.30 (following)
February, 15 2020	8.00 (30" written test)	10.30 (following)

Winter session 2019-20



Practice with these questions

Some questions to check your preparation:

Click on the headings to open the slides of the specific topics' lesson

You can also practice with the Kahoot tests we did in class: look for "stellarmagnoli"

Brand definitions and Brand Building Process part 1

What is a brand

Understanding the structure of a brand: Kapferer's Prism

The branding building process

Defining and positioning a brand

Mission, Vision, Values

Brand personality and the 5 J. Aakers dimensions

Brand Building Process part 2

Competitors Analysis, PODs and POPs

Brand Drivers

The Brand Value Proposition

Brand identification System

What is a Brand Identification System

Which are the permanent identity elements

How to choose a brand name

How to choose a web domain name

What's a tagline

Definitions of logo (wordmark, monogram and icon) and sound logo

What is a Corporate Identity Manual (or Brand Book or Brand Style Guide) and its components



And all kahoot tests will be visible, you can play on your own. Look for «stellaromagnoli» on Kahoot.com.

The screenshot shows the Kahoot! website interface. The top navigation bar is purple with the Kahoot! logo and links for Home, Discover, Kahoots, Reports, Upgrade now, Create, and settings. The left sidebar contains navigation options: My Kahoots, School of Awesome, Favorites, Shared with me, and My drafts (with a 'New!' badge). The main content area displays a search bar and a list of Kahoots under the heading 'My Kahoots'. The list is sorted by 'Most recent'. Three Kahoots are visible, all created by 'stellaromagnoli':

- Media planning process**: Created about 22 hours ago, 0 plays, 9 Questions. Visible to only you. Buttons: Play, Challenge.
- Facebook Business**: Created 6 days ago, 1 plays, 9 Questions. Visible to only you. Buttons: Play, Challenge.
- Digital advertising planning**: Created 8 months ago, 107 plays, 14 Questions. Visible to only you. Buttons: Play, Challenge.

At the bottom left, there is a 'Access team space' section with a 'Upgrade to Plus' button and an image of a diverse group of people.



How the test works



- Each test has **18 questions**:
 - 6 open questions (0-3 points)
 - 12 closed questions (0-1 point)
- **The total is 30.**
- To pass the exam you must get **at least 13 points (including all the extra Kahoot points)**



Other important instructions

- There are **NO penalties**. Answer to everything
- **NO calculations with mobile phones**, write your notes on the test
- Go immediately to the **essence of the answer**. If possible write in bullet points
- **WRITE CLEARLY. WITH THE BEST CALLIGRAPHY YOU HAVE.**
- If the question is not clear, or if you find a typo, raise your hand and **ask me**



**You have 30 minutes to
complete the test**