



Media Planning & Brand Management

Stella Romagnoli

Marketing & Digital Communication

LUMSA 2019-2020



Introductions



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





**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**





What will you learn in this course?

**...Especially the
digital ones**





How will we do that?



15 Face-to-face lessons

Case-studies & Project works



The course



The course

From Monday, October the 7th

- **15 face-to-face lessons**, 2 hours each: a total of 30 hours
- **Monday 10.00-12.00** classroom 11 (Vaschette)
- **Tuesday 12.00-14.00** classroom Cardinali (Traspontina)



Tentative calendar

| Day | Hours | Topics |
|------------------------|--------------|---|
| Monday 07/10/19 | 10-12 | Introduction, brand definitions, branding process part 1 - Brand Owner perspective - briefing 1st assignment |
| Tuesday 08/10/19 | 12-14 | Branding process part 2 - the brand value proposition |
| Monday 14/10/19 | 10-12 | NO lesson |
| Tuesday 15/10/19 | 12-14 | Brand Identification System |
| Monday 21/10/19 | 10-12 | No lesson |
| Tuesday 22/10/19 | 12-14 | in class presentation 1st assignment |
| Monday 28/10/19 | 10-12 | Brand Value and Brand Audit - briefing 2° assignment |
| Tuesday 29/10/19 | 12-14 | Brand Management |
| Monday 04/11/19 | 10-12 | Brand choreography & customer journey POE |
| Tuesday 05/11/19 | 12-14 | Key media Metrics |
| Monday 11/11/19 | 10-12 | Digital advertising planning |
| Tuesday 12/11/19 | 12-14 | Google Ads |
| Monday 18/11/19 | 10-12 | facebook Business - briefing 3° assignment |
| Tuesday 19/11/19 | 12-14 | in class presentation 2nd assignment |
| Monday 25/11/19 | 10-12 | Media scenario and how to plan: TV, press, radio, OOH, cinema |
| Tuesday 26/11/19 | 12-14 | Budget and communication plan |
| Monday 02/12/19 | 10-12 | Final presentation 3rd assignment and test of the exam's written test |



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 Digital media key metrics
- Media scenario: TV, radio, press, Out-of-home, cinema, internet
- Google Ads
- Facebook Business
- Media planning and buying process
- The advertising budget



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- 2019-20 | Media Planning & Brand Management
- 2018-19 | Media Planning & Brand Management
- 2018-19 | Pianificazione e Controllo della Comunicazione
- 2017-18 | Pianificazione e Controllo della Comunicazione
- Master Marketing Digitale 2019
- Economia e Organizzazione degli Eventi 2012-13
- Seminario sulle Sponsorizzazioni 2009-10
- Strumenti e Strategie della Comunicazione d'Impresa 2008-9

Benvenuti sul sito delle mie lezioni universitarie. Qui troverete le slide presentate in aula ed altro ancora.
Mi chiamo [Stella Romagnoli](#) e, oltre ad insegnare, ho lavorato per oltre 30 anni in grandi aziende gestendo Brand Strategy, Marketing Communication, Media Planning & Buying, Events e Sponsorship Management, Ricerche, Digital Communication e Social Media.



Welcome to the **Media Planning & Brand Management course** website. Here you'll find all the slides that will be presented in class and other information regarding this course.

My name is **Stella Romagnoli** and I'll be your teacher this year. I have a long experience in Marketing Communication and Brand Strategy. I've worked for more than 30 years in major companies managing brands, advertising, media, sponsorship, events and more.



Formative assessment & project Works



Formative assessments

- To **better understand** the course contents, there will be:
 - Kahoot games
 - 2 project works regarding branding
 - A competition among teams (on a real case) regarding digital media planning
- You have to **form teams of max 4-5 members each** and give yourselves a **name** as an **advertising agency**



Kahoot app

Please download the **Kahoot app**

The image shows a screenshot of the Kahoot! website homepage. At the top left is the Kahoot! logo. To the right of the logo are navigation links: "Blog", "Explore games", "Enter game PIN!", "Log in", and a blue "Sign up" button. Below the navigation bar is a green header with dropdown menus for "Schools", "Businesses", "Family & friends", "Publishers", "Mobile app", and "More". The main content area features a large green graphic on the left with the text "Make learning awesome!" and "Kahoot! makes it easy to create, share and play fun learning games or trivia quizzes in minutes." Below this text is a blue "Sign up for free" button. On the right side of the main content area is a photograph of two students in a classroom; a male student is holding a smartphone and a female student is laughing. A "Watch video" button is overlaid on the bottom right of the photo. A small white downward arrow icon is located at the bottom center of the green graphic area.



The final Grade



The exam and the final grade

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

- **Written test's mark** (30', 16 questions, max 30 points), on the exam day
- **Average** of the **3 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



**The written test is
mandatory for everyone**



**But during the course
you could
win some points
(to add to the written
test's mark)**



Any questions?



Let's get started