

## Module Outline

**Module Code** : MKT4415H/MKT4761C  
**Module Title** : SIM: Media Strategy for a Digital Economy  
**Semester** : Semester II, AY20/21  
**Faculty** : Mr Sriramagopalan D  
**Department** : Marketing  
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### Module Objectives

With the explosion in media channels and formats, importance of Media in the Marketing Mix has been on a rapid ascent for the past two decades. Infusion of latest communication technologies has made media the most dynamic part of the marketing world. Estimated 2019 Worldwide media spends, were upwards of US\$650Billion, 50% on digital platforms. With CoVID accelerating move to a digital economy, understanding media and related technology has become an imperative. Apart from students targeting careers in Sales, Marketing or Media, the course will be relevant for those targeting careers in start-ups, finance and consultancies.

After the course, students will have a grasp of fundamental media concepts and understand how business professionals leverage media; how do they make choices across different platforms and how technology is helping them in doing so. The course approach will be heavily weighted towards class discussions, real world learning and examples.

A summary of the learning outcomes is as follows:

- Develop an understanding of fundamentals of media planning
- Know how to measure media effectiveness
- Understand how media plans are developed, incorporating major platforms / channels
- Understand how technology has affected the industry and the anticipated disruptions
- Understand how regulations are going to affect future and the technological solutions to stay compliant

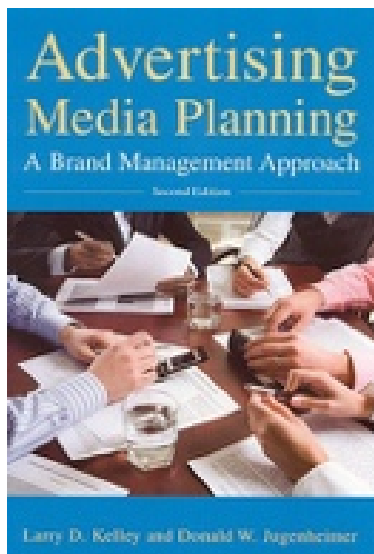
### Assessment

Your final grade in the course will be based on both individual and group work, as follows:

Assessment Components	Weightage
<i>Individual</i>	<u>50%</u>
Class participation	20%
Prepare a sample brief: Media plan for NUS global online course	15%
Short Quizzes	15%
<i>Group/Team</i>	<u>50%</u>
Response to 'live' client brief	20%
<b>Live Project:</b> Execute social media campaign for Non-profit/SME	30%

## Reference book

Advertising Media Planning / Larry D. Kelley, Donald W. Jugenheimer and Kim Bartel Sheehan



## Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

## Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## About Me

I have had a ringside view of evolution of marketing over 2.5 decades at P&G, Hewlett Packard and finally Facebook. The broad area of marketing is of interest to me. For the past 6 years at Facebook, the world of media has engaged me – the technology disruption (the ability for 2 way communication); the democratization of media (wherein a small business can compete on an equal footing versus a large enterprise) and the peculiarities of Asia, where online commerce is over developed. Media is a discipline that future marketers have to engage more with than previous generations. I am eagerly looking forward to engaging discussions on these and more topics with the digital native generation.

**Schedule and Outline (subject to change)**

Week/Date	Session details
Week 1	<p><b><u>Introduction, Media &amp; Agency Ecosystems, Regional Landscape &amp; Trends</u></b></p> <ul style="list-style-type: none"> <li>• Welcome to the class and introductions</li> <li>• Introduction to the structure of the course</li> </ul> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• Evolution of the Advertising Industry: Agency businesses</li> <li>• Current eco-system</li>   <li>• Pre-Course Survey</li> </ul> <p>Recommended Reading:</p> <ul style="list-style-type: none"> <li>▪ <a href="#">The medium is the message</a> A statement by Marshall McLuhan, meaning that the form of a message (print, visual, musical, etc.) determines the ways in which that message will be perceived.</li> <li>▪ Mary Meeker State of the Internet Report 2019: <a href="https://www.bondcap.com/report/itr19/">https://www.bondcap.com/report/itr19/</a></li> </ul>
Week 2	<p><b><u>Fundamentals of media planning</u></b></p> <p>&gt;&gt; Introduction to Project Brief (Facebook / Instagram campaign for Non-profit/SME) &gt;&gt; Sharing of “Live” media brief</p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• Media building blocks: Reach, Frequency and targeting.</li> <li>• Targeting, content and placement</li> <li>• Make this quantitative</li> <li>• Owned, earned and paid media distinctions</li> <li>• Walk through screens of Facebook Ads Manager (will help in project work)</li> </ul> <p>Recommended Reading: To be confirmed</p>
Week 3	<p><b><u>The art and science of media: targeting and content personalization</u></b></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• What is personalisation? What is the ideal level of personalisation?</li> <li>• How content is personalized based on targeting and platform? What are 1<sup>st</sup> / 2<sup>nd</sup> / 3<sup>rd</sup> party data and how they should be used in content creation?</li> <li>• How is AI helping in content development?</li> <li>• What are different formats of creatives – Images, Video, Audio, AR/VR etc.,?</li> <li>• What are content best practices based on platform/media/device</li> </ul> <p>Recommended Reading: To be confirmed</p>

Week 4	<p><u>Designing a full funnel media plan</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• Translating business objectives into marketing objectives and further to media objectives</li> <li>• Building audience insights including tools like social listening</li> <li>• Gathering channels as part of Integrated plan</li> <li>• Allocating spends across channels</li> <li>• Sample media briefs and plan documents</li> </ul> <p>Recommended Reading: To be confirmed</p>
Week 5	<p><u>Measuring Media Delivery and Effectiveness</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• Evolution of measurement in the industry</li> <li>• Range of media metrics available including single source panel (JP, Germany only)</li> <li>• What is the right media metric based on marketing objective?</li> <li>• What are the different analytical techniques for measurement.</li> <li>• How to measure across walled gardens – multi touch attribution?</li> </ul> <p>Recommended Reading: To be confirmed</p>
Week 6	Project progress check-in
<b>Recess Week</b>	
Week 7	<p><u>Performance Marketing aka Direct Response</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• Media’s role in commerce: Performance Marketing</li> <li>• How to leverage Commerce as a brand building channel?</li> <li>• Comparison of commerce products across major platforms eg., AMZN, GOOG, FB</li> <li>• Importance of Customer relationship management – post purchase</li> </ul> <p>Recommended Reading: To be confirmed</p>
Week 8	<p><u>Evolution of Ad-Tech / Mar-Tech - 1</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• What is Ad-tech? What purpose does it serve?</li> <li>• How has the Ad-tech landscape evolved?</li> <li>• What are current challenges? Example: Transparency (ad-fraud, brand safety, metrics).</li> <li>• What is Real Time Bidding?</li> <li>• Explain Google and Facebook bidding logic</li> <li>• How are publishing companies adjusting to the new environment?</li> </ul> <p>Recommended Reading: Programmatic Supply Chain Transparency Study, UK: <a href="https://bit.ly/34DsQgW">https://bit.ly/34DsQgW</a> <a href="https://www.youtube.com/watch?v=86qHw2w0rPc">https://www.youtube.com/watch?v=86qHw2w0rPc</a> The ad-exchanger; Digiday; Real-time Daily; IAB Smart Brief</p>

Week 9	<p><u>Continued – Evolution of Ad-Tech / Mar-Tech – 2</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• What is Mar-tech? What are the functionalities involved?</li> <li>• What is a technology stack? How does a company go about building its Tech-stack?</li> </ul> <p>Recommended Reading:  <a href="https://clearcode.cc/blog/the-colorful-history-of-advertising-technology-in-just-63-slides/">https://clearcode.cc/blog/the-colorful-history-of-advertising-technology-in-just-63-slides/</a></p>
Week 10	<p><u>Response to Media briefs</u></p> <p>In this week, students will be responding to the briefs provided during Week 2 with a media plan. In attendance will be guests from the industry.</p>
Week 11	<p><u>New age risks with New age media</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• What is PII? What are regulations related to PII that affect media.</li> <li>• Example: GDPR. Who are Data Controllers and Data Processors?</li> <li>• Upcoming developments that will affect the industry: Loss of signals that enable PII e.g., Cookies, Device ID.</li> </ul> <p>Recommended Reading:  How publishers can invest in a privacy forward future?  <a href="https://bit.ly/2PKVeH6">https://bit.ly/2PKVeH6</a></p>
Week 12	<p><u>Operating in the Privacy focussed world</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> <li>• What will be impact of regulation and technology changes on publishers and advertisers?</li> <li>• What counter-measures can they take?</li> <li>• How could Distributed Ledger (aka Blockchain) help?</li> </ul> <p>Recommended Reading:  World Federation of Advertisers Charter: <a href="https://bit.ly/2lcpWIJ">https://bit.ly/2lcpWIJ</a>  Future of blockchain in Media and Entertainment: <a href="https://bit.ly/2CnBAxK">https://bit.ly/2CnBAxK</a></p>
Week 13	<p><u>Final Project Presentations</u></p> <p>Presentations on work done with voluntary organizations</p>