

Module Outline

Module Code : MKT4415H/MKT4761C
Module Title : SIM: Media Strategy for a Digital Economy
Semester : Semester II, AY21/22
Faculty : Mr Sriramagopalan Desikan
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Module Objectives

Importance of Media in the Marketing Mix has been on a rapid ascent for the past two decades. The latest communication technologies have 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.

Semester 2, AY21/22 will be the second batch of this course. The course has been updated to reflect feedback from the first batch and latest industry developments. Summary learning outcomes are:

- Understand the strategic role of media in business.
- Develop an understanding of fundamentals of media planning.
- Understand how media plans are developed, incorporating major platforms / channels.
- Know how to measure media effectiveness.
- Understand how technology has affected the industry and the anticipated disruptions.
- Understand how regulations are going to affect future.

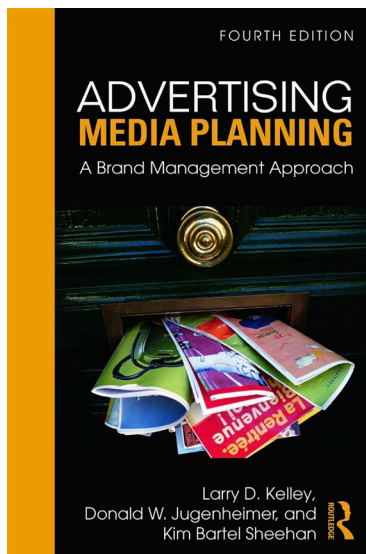
Assessment

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

Assessment Components	Weightage
<i>Individual</i>	<u>60%</u>
Class participation	20%
Prepare a sample brief	20%
Write an analysis on any media related topic (750 words limit)	20%
<i>Group/Team</i>	<u>40%</u>
Response to 'live' client brief	40%

Reference book (any book on media planning will do)

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 lead Marketing for LinkedIn’s Advertising business in APAC. I have had a ringside view of evolution of marketing over the past 2.5 decades at P&G, Hewlett Packard, Facebook and now at LinkedIn. The broad area of marketing is of interest to me. For the past 8 years, 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 look forward to engaging discussions on these and more topics with the digital native generation.

Schedule and Outline (subject to change)

Week	Session details
1	<p><u>(1) Introductions (2) Strategic role of media in business</u></p> <ul style="list-style-type: none"> • Welcome to the class and introductions. • Pre-Course Survey • Course structure and details of evaluation – projects, case study, presentations and quizzes. <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> • Strategic role of media in business <ul style="list-style-type: none"> ○ How do brands grow? ○ How does advertising/media enable brands' growth? <p>Pre-Reading:</p> <ul style="list-style-type: none"> ▪ The unbearable lightness of buying, as told by an old jar of pesto: https://bit.ly/3rctQFP ▪ How Brands Grow : A summary of Byron Sharp's book on what marketers don't know: https://bit.ly/3p8YVHD ▪ How brands grow quick reference guide: https://bit.ly/3xtnMK6
2	<p><u>(1) Projects briefing (2) Fundamentals of media planning</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> • Media building blocks: Reach, Frequency and targeting. • Targeting, content and placement • Owned, earned and paid media distinctions <p>Recommended Reading: Advertising Media Planning, Chapter 16 – Learning the Language of Media Planning</p>
3	<p><u>The art and science of media: Targeting and content personalization</u></p> <p>In this week, students will be exposed to:</p> <ul style="list-style-type: none"> • What is personalisation? What is the ideal level of personalisation? • How content is personalized based on targeting and platform? What are 1st / 2nd / 3rd party data and how they should be used in content creation? • What are different formats of creatives – Images, Video, Audio, AR/VR etc.,? • What are content best practices based on platform/media/device <p>Recommended Reading: Advertising Media Planning, Chapter 7, Defining the Target Audience</p>
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"> • Translating business objectives into marketing objectives and further to media objectives • Building audience insights including tools like social listening • Gathering channels as part of Integrated plan • Allocating spends across channels <p>Recommended Reading: To be confirmed</p>

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"> • Evolution of measurement in the industry • Range of media metrics available including single source panel • What is the right media metric based on marketing objective? • What are the different analytical techniques for measurement. • How to measure across walled gardens – multi touch attribution? <p>Recommended Reading: To be confirmed</p>
6	<p><u>Media Planning Case Study Discussion</u> Benecol Spread (a J&J brand)</p>
<u>Recess Week</u>	
7	<p>Project progress check-in (Interview with client; allowed only for pre-submitted questions)</p>
8	<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"> • Media’s role in commerce: Performance Marketing • How to leverage Commerce as a brand building channel? • Comparison of commerce products across major platforms eg., AMZN, GOOG, FB • Importance of Customer relationship management – post purchase <p>Recommended Reading: To be confirmed</p>
9	<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"> • What is Ad-tech? What purpose does it serve? • How has the Ad-tech landscape evolved? • What are current challenges? Example: Transparency (ad-fraud, brand safety, metrics). • What is Real Time Bidding? • Explain Google and Facebook bidding logic • How are publishing companies adjusting to the new environment? <p>Recommended Reading: Programmatic Supply Chain Transparency Study, UK: https://bit.ly/34DsQgW https://www.youtube.com/watch?v=86qHw2w0rPc The ad-exchanger; Digiday; Real-time Daily; IAB Smart Brief</p>
10	<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"> • What will be impact of regulation and technology changes on publishers and advertisers? • Developments (eg,. iOS 14) that will affect the industry: Loss of signals that enable PII e.g., Cookies, Device ID. • What counter-measures can advertisers and agencies take? Could solutions like Distributed Ledger (aka Blockchain) help? • What is PII? What are regulations related to PII that affect media. • Example: GDPR. Who are Data Controllers and Data Processors? <p>Recommended Reading: World Federation of Advertisers Charter: https://bit.ly/2lcpWlJ Future of blockchain in Media and Entertainment: https://bit.ly/2CnBAxK</p> <p>Check in: Analysis note (750 words limit)</p> <p>In this week, students can consult with me on their analysis so they can sharpen their focus.</p>
11	<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"> • What is Mar-tech? What are the functionalities involved? • What is a technology stack? How does a company go about building its Tech-stack? <p>Recommended Reading: https://clearcode.cc/blog/the-colorful-history-of-advertising-technology-in-just-63-slides/</p>
12	<p><u>Final Project Presentations</u></p> <p>Response to live Client brief</p>
13	<p><u>Final Project Presentations</u></p> <p>Response to live Client brief</p>