



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 80TTANTESIMO 2019



Stella Romagnoli



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



Ministero degli Affari Esteri
e della Cooperazione Internazionale





Patrizia Freggi

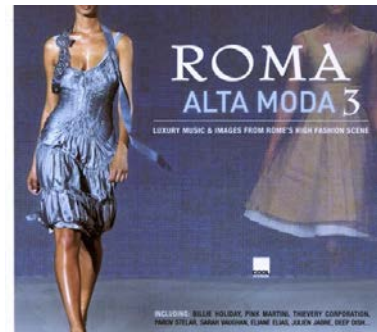


Scuola di Alta Formazione
nel settore Alberghiero e della Ristorazione
Enalc S.r.l.



VALENTINO

F FENDI



PARIS EXPO
PORTE DE VERSAILLES
un site VIPARIS

FASHION NET *düsseldorf*





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**



**How will we do
that?**



8 Face-to-face lessons Case-studies & 1 Project work



The course



The Course: 8 lessons, 30 hours

Live:

- Thursday 14.30–18.30

Meet video:

Link: [//meet.google.com/bkw-mfrb-rzn](https://meet.google.com/bkw-mfrb-rzn)

Please use your **@LUMSAstud** email address

And will we play



Mentimeter

**At the end of each lessons there will be a
game on the same topics we just
discussed**



Kahoot.it

Please download the **Kahoot app, and choose a nickname.**

Kahoot! Blog Explore games Enter game PIN! Log in Sign up

Schools ▾ Businesses ▾ Family & friends Publishers Mobile app More ▾

Make learning awesome!

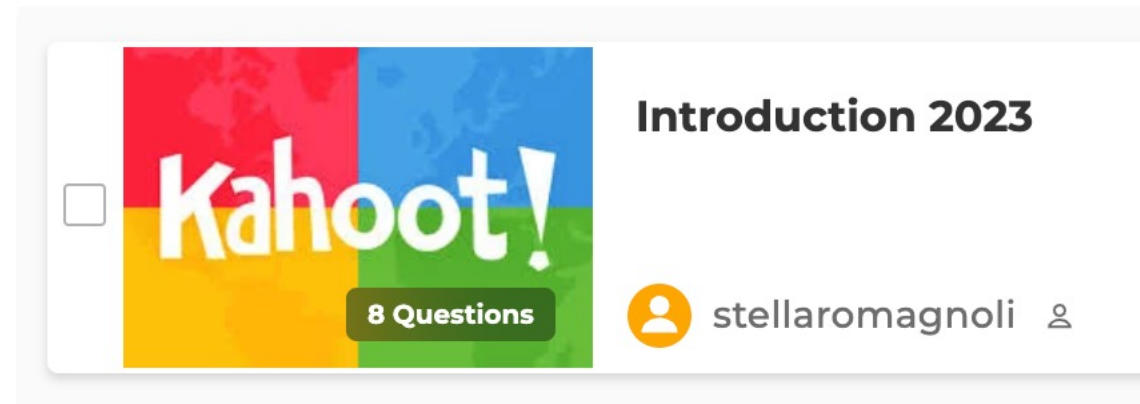
Kahoot! makes it easy to create, share and play fun learning games or trivia quizzes in minutes.

Sign up for free

Watch video ▶



Let's try it now



**Keep the SAME
nickname**

Because the **Kahoot points** are
useful for the final grade...



The **first half** of the class ranking will receive **an extra point** to add to the written test result

But there will be
other occasions to
get points during
the course...

So be present and **PAY** attention to the lessons





Course contents



Course contents. **Section 1: Brand and Brand Strategy**

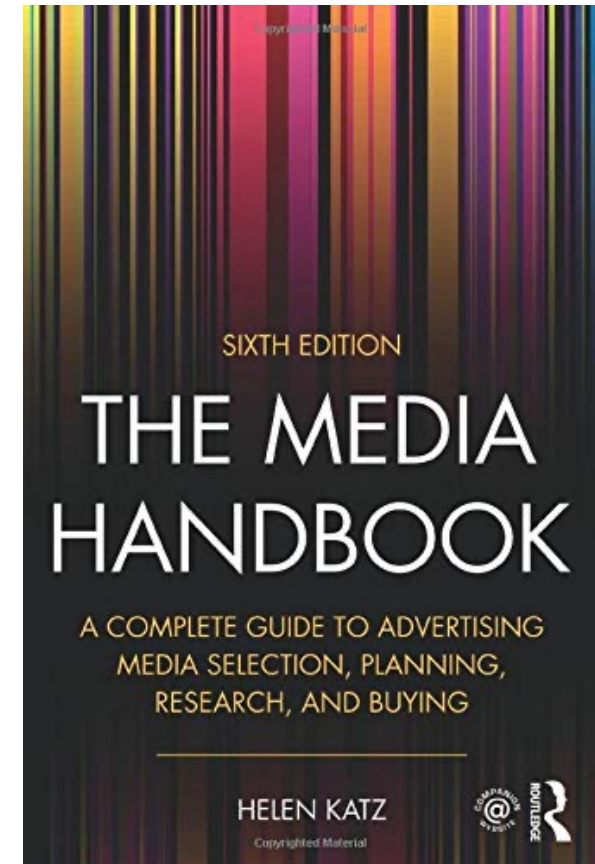
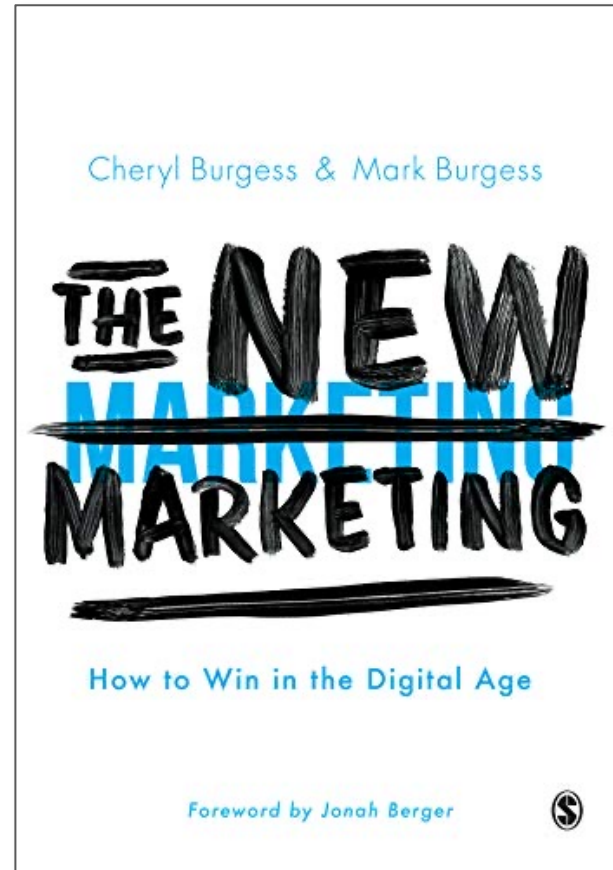
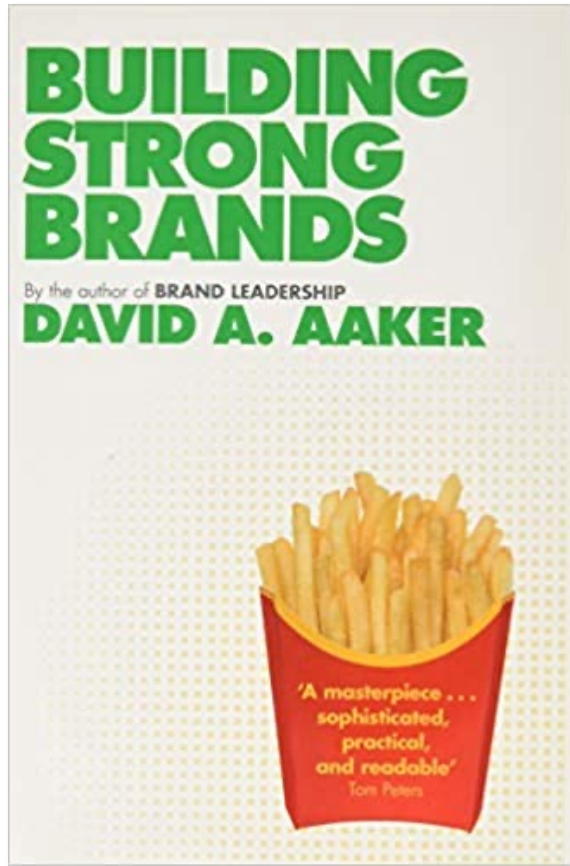
- Brand history and definitions
- Branding process
- Brand Identification System
- Brand value & brand audit
- Brand management
- Brand choreography and customer journey



Course contents. **Section 2: Media Planning**

- Owned, paid & earned media
- Offline and Online key media metrics
- Media scenario: Internet, TV, radio, press, Out-of-home, cinema
- Google Ads
- Meta For Business and other social media platforms
- Media planning and buying process
- The advertising budget

There are NO books to study, but, if you want references





You will find all the slides and
videos on **my course website**



<https://www.stellaromagnolilezioni.com>

SR.com

Home LUMSA Sapienza Altro Link utili Ab

2023-24 | Brand Management & Media Planning
2022-23 | Brand Management & Media Planning

2021-22 | Pianificazione e Controllo della Comunicazione con
2020-21 | Pianificazione e Controllo della Comunicazione

Master Marketing Digitale

Economia e Organizzazione degli Eventi 2012-13
Seminario sulle Sponsorizzazioni 2009-10
Strumenti e Strategie della Comunicazione d'Impresa 2008-9

STELLA ROMAGNOLI
LEZIONI UNIVERSITARIE & ALTA FORMAZIONE

Lezioni di Stella Romagnoli

Buongiorno, oggi è domenica 17/09/2023.

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 Sponsorships, Ricerche, Digital



https://www.stellaromagnolilezioni.com/BMMP_2023_24



[Link to the online lessons on Google Meet](#)

Welcome to the **Brand Management & Media Planning** course website. Here you'll find all the slides that were presented in class, some videos and other useful information for the exam.

My name is [Stella Romagnoli](#) and I am a communication professional with more than 30 years of experience in large companies. I'll try to pass my passion, knowledge and experience in these lessons.

There will be also [Patrizia Freggi](#) with us, an expert in personal branding. And together we will teach you how to present a brand... and yourself! I truly hope that you will enjoy this course.

And please **fill in** the **Google form** that you'll find on the website, so that I can **match your names and nicknames** for the Kahoot games

BMMP course | Name and nickname match

kindly fill this module, so that I can match the nickname with your identity

s.romagnoli2@lumsa.it [Cambia account](#)

** Indica una domanda obbligatoria*

Email *

Il tuo indirizzo email

Your first name *

La tua risposta



Assessment & project Works



Assessments & project works

To better understand the course contents, there will be:

- **Kahoot competitions** (individual games)
- **1 project works** (in teams) regarding a real case. The **3 best teams** will get **other points** to add to the written test grade



Team works

You will form **teams** of 5-7 members each.

Send me an email: sromagnoli2@lumsa.it with the names and emails of your teammates

If you don't have a team I will help you.



The **briefing** for the **assignment** will be given on Thursday **October, 19**

You will have to prepare
a **communication plan**
for the **Italian**
Ministry of Foreign Affairs and International
Cooperation



Ministero degli Affari Esteri
e della Cooperazione Internazionale



There will also be internship opportunities



The final grade



How the final grade is calculated

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

- **Written test's mark** (30' test, about 16 questions, max 31 points). The test will take place on the elearning LUMSA platform on the **exam day** (there will be also an **exemption on the last day of the course**)
- **project works's mark** (max 31 points) for **attending students only**

For **non-attending students**:

- Average of the **written test's mark** and the **oral exams' mark**.

Full grade: 30/30 cum laude



The calculation of the final grade

TEAMWORK ASSIGNMENT	WRITTEN TEST		KAHOOT POINTS
<i>GRADE (X/30)</i>	<i>30' test with open (0-3 pt.) and closed (0-1 pt.) questions</i>		<i>+ Kahoot points</i>
	<i>GRADE (X/30)</i>		
average mark	test grade+ Kahoot points		
(TEAMWORK MARK + WRITTEN TEST MARK)/2 = FINAL GRADE			



An example

TEAMWORK ASSIGNMENT	WRITTEN TEST	KAHOOT POINTS
29	26	2
	26 + 2	
29,0	28	
28,5		
Final grade: 29/30		



The written test is mandatory for everyone



For the **written test** we will use LUMSA **e.learning platform**

LIBERA UNIVERSITÀ
MAGIS
MAGIS ET HUMANITAS

LUMSA
UNIVERSITÀ | E-LEARNING

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Brand Management & Media Planning

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Course management ⚙️

The course aims to teach the student how to approach the brand, define its positioning, set up an integrated communication plan, and how to plan paid media.