Brand Management & Media Planning

LM in Marketing & Digital Communication

LUMSA UNIVERSITÀ
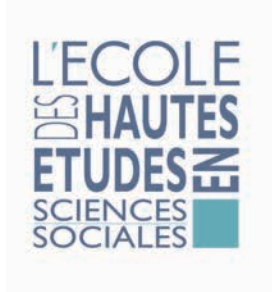
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Stella Romagnoli

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

Patrizia Freggi

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

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 : https://meet.google.com/qgi–bndq–zot

Please use your **@LUMSAstud email address**

And will we play

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.**

Let's try it now
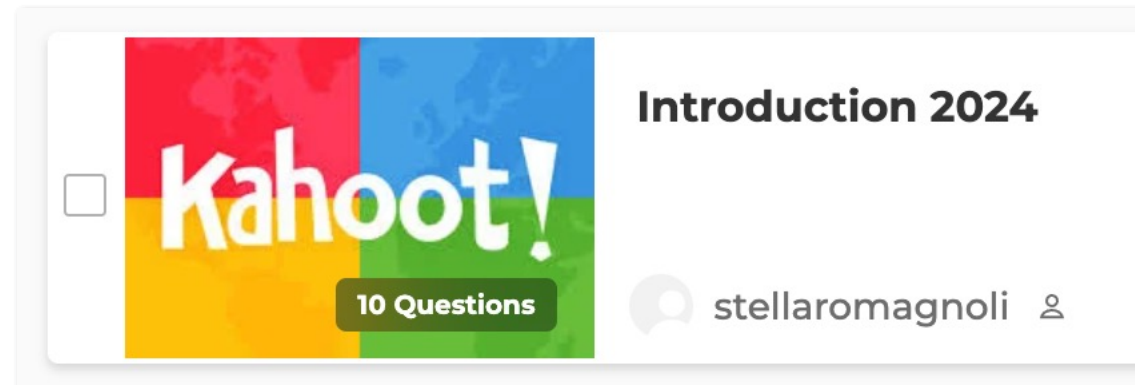
Keep the SAME nickname

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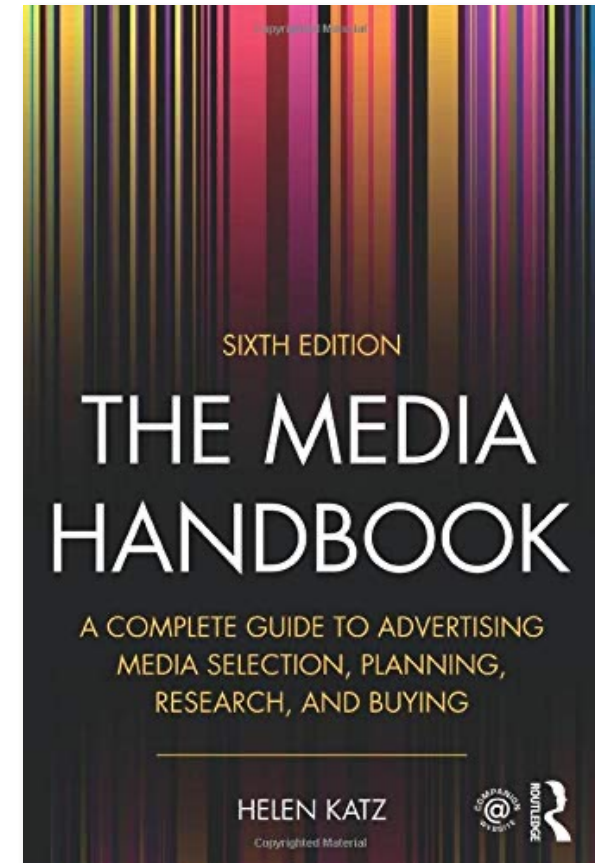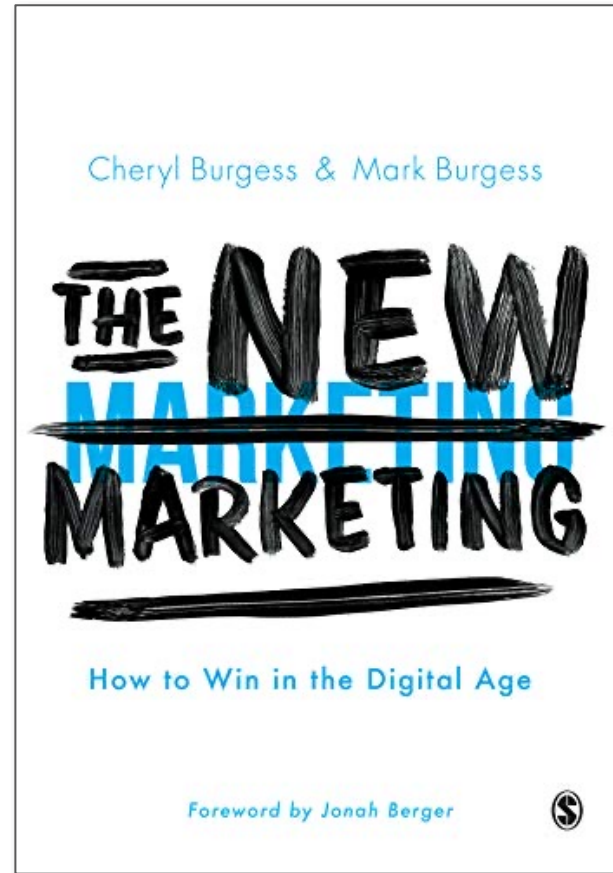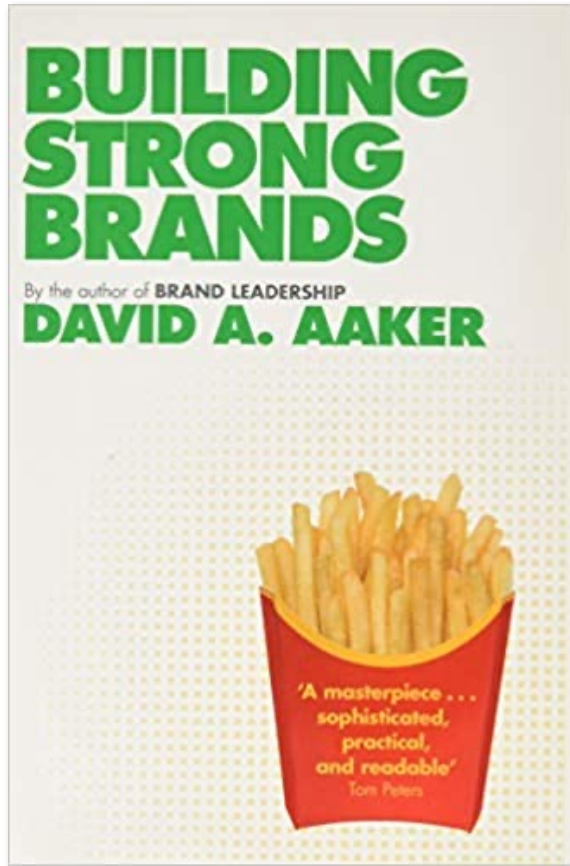
You will find all the slides and videos on my course website

https://www.stellaromagnolilezioni.com

Lezioni di Stella Romagnoli

https://www.stellaromagnolilezioni.com/BMMP_2024_25

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 6-7 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 final grade

How the final grade is calculated

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

- **Written test's mark** (30' test, about 16–18 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
GRADE (X/30)	30' test with open (0-3 pt.) and closed (0-1 pt.) questions	+ Kahoot points
	GRADE (X/30)	
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