



# Brand Management & Media Planning

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LM in Marketing & Digital Communication



**LUMSA**  
UNIVERSITÀ  
1939 **SO**TTANTESIMO 2019



# Stella Romagnoli

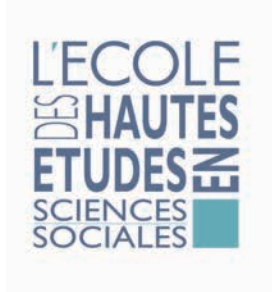


Media Management  
 Advertising  
 Advertising and Brand Research  
 Events & Sponsorship  
 Digital Communication  
 Trade Marketing  
 Brand Strategy  
 Corporate Communication  
 Internal Communication





# Patrizia Freggi



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



VALENTINO

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 : <https://meet.google.com/qgi-bndq-zot>

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.

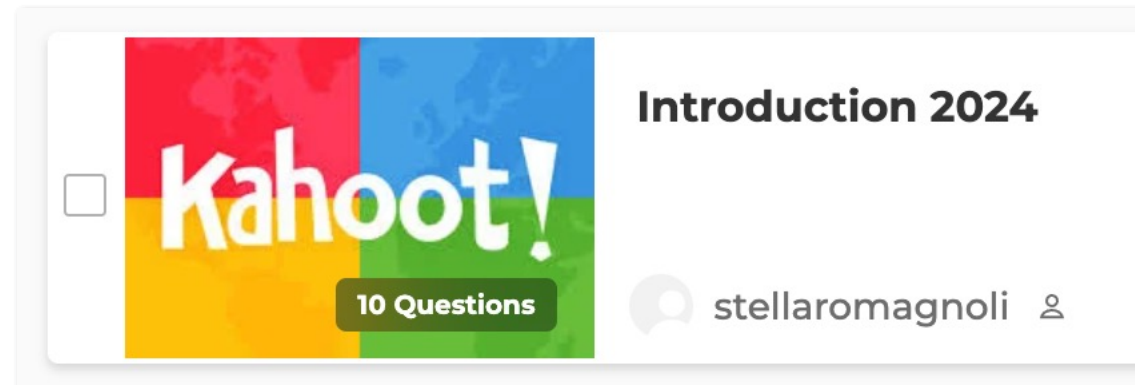
Sign up for free

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 attend and **PAY** attention to the lessons







# Course contents



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

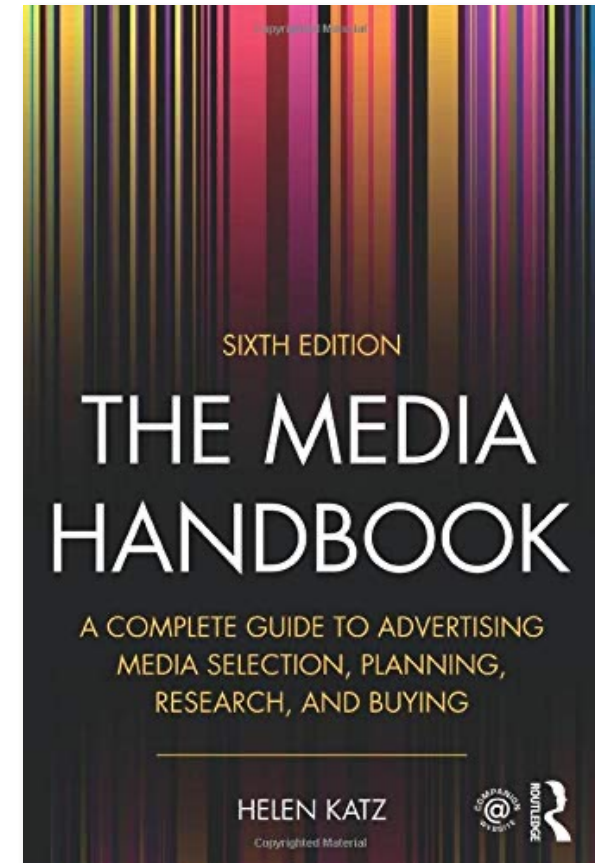
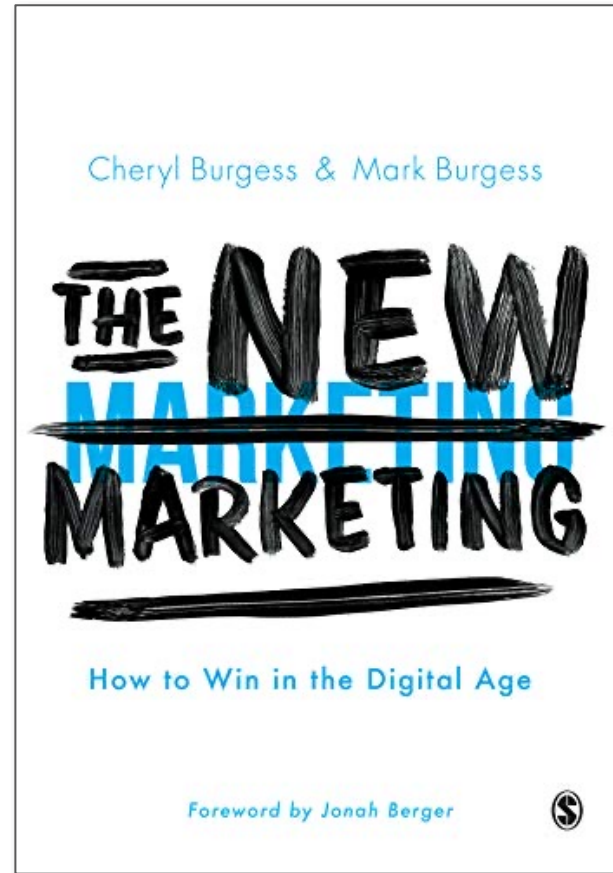
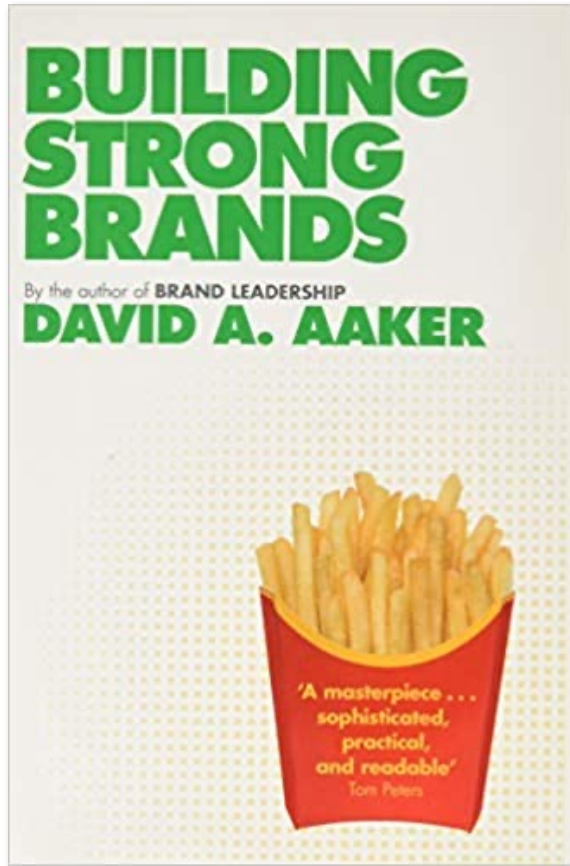
- Brand history and definitions
- Branding process
- Brand Identification System
- Brand value & brand audit
- Brand management
- Brand choreography and customer journey



## 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>

SR.com

Home LUMSA Sapienza Altro Link utili A

2024-25 | Brand Management & Media Planning  
2023-24 | Brand Management & Media Planning

2021-22 | Pianificazione e Controllo della Comunicazione c  
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-

STELLA ROMAGNOLI  
LEZIONI UNIVERSITARIE & ALTA F

Lezioni di Stella Romagnoli





[https://www.stellaromagnolilezioni.com/BMMP\\_2024\\_25](https://www.stellaromagnolilezioni.com/BMMP_2024_25)



Lessons

Syllabus

About me

# BRAND MANAGEMENT & MEDIA PLANNING

LUMSA 2024-2025 | STELLA ROMAGNOLI

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 soft skills. 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 6-7 members each.

Send me an email: [sromagnoli2@lumsa.it](mailto: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

<b>TEAMWORK ASSIGNMENT</b>	<b>WRITTEN TEST</b>		<b>KAHOOT POINTS</b>
<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>		
<b>average mark</b>	<b>test grade+ Kahoot points</b>		
<b>(TEAMWORK MARK + WRITTEN TEST MARK)/2 = FINAL GRADE</b>			





# An example

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



The written test is mandatory for everyone