

Assignment | Unit 3



Media Plan

Every advertising campaign requires a media plan. For this Unit 3 Assignment, you will use the typical media plan format as described in Chapter 7 of our textbook.

Directions

1. Use the Microsoft Word document template in Doc Sharing: Unit3AssignmentMediaPlan.docx as the starting point. Download the template and save it as your own document, for example, YourNameUnit3GB531.docx.
2. Although there is no requirement for you to apply and cite references for this Assignment, if you do, include a References page and use APA formatting for the in-text reference citation parentheses. Chapter 7 of our textbook addresses media strategy. Doing additional research on how to prepare a media plan is recommended.
3. Use third person perspective (no use of first or second person pronouns such as "I" or "you").
4. Decide what brand, product and target market you will use as the basis for your Media Plan. The brand should be fictional: do not use any existing advertising campaign and/or media strategy as your example. You are expected to make assumptions and offer reasonable justification.

The main sections of a typical Media Plan include:

1. Marketing Analysis
 2. Advertising Analysis
 3. Media Strategy
 4. Media Scheduling (note: this section is not required for this GB531 class)
 5. Justification and Summary
5. Complete your media plan.
 6. Proofread your paper, run spell check and grammar check and proofread again
 7. Submit your completed paper into the Unit 3 Assignment Dropbox.

Unit 3 Assignment: 75 possible points

The purpose of this assignment: to demonstrate a graduate level understanding of the process and contents related to preparing a Media Plan.

Unit 3 Assignment Grading Criteria	Possible Points	Points Received
Submitted a Microsoft Word document containing a Media Plan. Described the fictional brand, product and target market you used as the basis for your media plan. The content provided reasonable justification for presented assumptions.	10	
Completed the Marketing Analysis section of the Media Plan.	10	
Completed the Advertising Analysis section of the Media Plan.	15	
Completed the Media Strategy section of the Media Plan.	15	
Completed the Justification and Summary section of the Media Plan.	10	
Content demonstrated original thought and exhibited appropriate judgments, conclusions and assessment based on evaluation and synthesis of information.	10	
The content used good composition, grammar, punctuation, capitalization and spelling.	5	
Total Possible Points	75	