



# Media Planning & Brand Management

**Stella Romagnoli**

Marketing & Digital Communication

LUMSA 2018-2019



# Introductions



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



SAPIENZA  
 UNIVERSITÀ DI ROMA



# 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**





What will you learn in this course?

**...Especially the  
digital ones**





**How will we do that?**





# **Face-to-face lessons Case-studies & Project works**



# The course



## The course

- From February, 28 to April, 18
- 15 face-to-face lessons, 2 hours each: a total of 30 hours
- Monday 12.00-14.00 classroom 1
- Thursday 13.00-15.00 classroom 5



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

- Brand definition
- 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 media planning: key metrics
- Digital planning: key metrics
- Google Ads
- Facebook Business
- Media scenario: TV, radio, press, Out-of-home, cinema
- Media planning process
- Media buying
- The advertising budget



Website: [www.romagnolimedia.com](http://www.romagnolimedia.com)



Welcome to the **Media Planning & Brand Management course** website. Here you'll find all the slides presented in class and other information regarding this course.

My name is **Stella Romagnoli** and I'll be your teacher this year. I have a long experience in Marketing Communication and Brand Strategy. I've worked for more than 30 years in major companies managing brands, advertising, media, sponsorship, events and more.

It will be a pleasure to teach you what I have learned during these years. We will explore **the more updated theories** and look into **real case studies**. So welcome! I look forward to seeing you in class.

30

HOURS

15 lessons

3

PROJECT WORKS

One competition

1

REAL CASE-STUDY

For a real prize



# Project Works



## Formative assessments

- To better understand the topics of this course, we'll have formative assessments via
  - Kahoot games
  - A project work regarding brand assets
  - A competition among team on a real case (with a real prize for the winning team!)
- You have to form teams of max 4 members each and give yourselves a name as an advertising agency





# Kahoot app

Please download the Kahoot app

The banner features the Kahoot! logo in the top left, navigation links (Blog, Explore games, Enter game PIN!, Log in, Sign up) in the top right, and a green navigation bar with categories (Schools, Businesses, Family & friends, Publishers, Mobile app, More). The main content area has a green background with an illustration of Kahoot! game cards and a large white text area. To the right, a photograph shows students in a classroom using mobile devices. A 'Watch video' button is located in the bottom right corner of the banner.

**Kahoot!**

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**Make learning awesome!**

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

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***Any questions?***





# Let's get started