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FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
"MOSCOW POLYTECHNIC UNIVERSITY"
(MOSCOW POLYTECHNIC UNIVERSITY)

Faculty of Economics and Management

APPROVED BY
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«27» February 2025

OPERATIONAL PROGRAM OF THE DISCIPLINE
Media Planning

Direction of training/specialty
42.04.01 Advertising and public relations Profile/specialization
Innovative Marketing in Advertising
Qualification master

Forms of study
full-time

Moscow, 2025

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1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Media Planning" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

 study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Media Planning" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
OPK-4. Able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products	IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development; IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments; IOPK-4.3 Knows the methods and techniques of developing image technologies in the promotion of scientific and technical developments

2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;
- Marketing research;
- Economic analysis
- Pre-graduate practice.

3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

3.1 Types of educational work and labor intensity

3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
1.	Classroom classes	**28**	**28**	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
2.	Independent work	**116**	**116**	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	33	33	-
2.3	Independent task solving	33	33	-
	Intermediate certification			
	test/ dif. test/ exam		**Экзамен**	-
	Total	**144**	**144**	-

3.2 Thematic plan for the study of the discipline (according to the forms of training)

3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Topic 1. Definition of the concept of "media planning", its goals and objectives. The main advertising media and their characteristics	16	2	2	-	-	12
2.	Topic 2. The media planner's professionogram.	16	2	2	-	-	12
3.	Topic 3. The main stages of media planning	16	2	2	-	-	12
4.	Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice	16	2	2	-	-	12
5.	Topic 5.	16	2	2	-	-	12

	Media Planning software						
6.	Topic 6. Principles selection of media carriers.	16	1	1	-	-	12
7.	Topic 7. Characteristics and features of the main placement channels: about Press about TV about Radio about Internet about Outdoor Advertising	16	1	1	-	-	12
8.	Topic 8. Effectiveness of the conducted advertising campaign in media planning	32	2	2	-	-	24
	Итого	**144**	**14**	**14**	**-**	**-**	**116**

3.3 Content of the discipline

Topic 1. Definition of the concept of "media planning", its goals and objectives.
The main advertising media and their characteristics
Definition of the concept of "media planning", its goals and objectives.
The main advertising media and their characteristics:
1) the functions and purpose of advertising, the components of the advertising process and the general algorithm of the advertising campaign, the concept of "media planning", the structure of the advertising agency;
2) the perception of advertising in various media, the factors of the choice of advertising media; characteristics, advantages and disadvantages of television, radio, press, outdoor advertising, advertising on / in transport, etc.
1. Define the concept?media planning?.
2. Identify the goals and objectives of media planning.
3. What are the main principles of the selection of media carriers.
4. The importance of choosing the optimal way to distribute advertising for the success of an advertising campaign.
5. The importance of media planning in the modern advertising process.

Topic 2. Media planner's professionogram.

Media Planner - who is it? Media planner functions. Skills necessary for a media planner. Necessary personal qualities. Growth prospects.
practical lesson (2 hours):
1. What functions does the media planner perform.
2. Give examples of advertising companies of various types.
3. What role do advertising agencies play?
4. Name the advantages and disadvantages of advertising agencies of various types.
5.1 Which advertising agencies in Moscow

Do you know?

Topic 3. The main stages of media planning

Analysis of the advertising and marketing situation. Preparation of a media brief. Analysis of the current
position of the brand. Study of the target audience. features of media planning:
audience behavior during the day, seasonal characteristics of the audience, audience coverage during working hours, sharing multiple media, advertising for high-yield groups, planning for small and regional advertisers, dependence of advertising funds on the type of markets, features of advertising of certain types of goods, advertising of goods for children, adolescents and youth; advertising in the press and outdoor advertising. Development of a media strategy for an advertising campaign. Brand promotion parameters. Determination of the budget allocated for advertising (media split, media account). Tactical media planning (selection of specific means of advertising distribution; campaign period; format of advertising messages). Media mix for an advertising campaign. Choosing the scale of the advertising campaign campaigns.
Formation of a calendar schedule for the placement of advertising messages
(media plan).
Media buying. Profession of a media buyer. The problem of acquiring a place to
place ads.
Definition of procedures for monitoring and evaluating the effectiveness of media
planning.

1. What is included in the analysis of the advertising and marketing situation? 2. What is a media brief? 3. Why
analyze the current position of the brand? 4. By what parameters is the target
audience studied? 5. What types of media strategy of an advertising campaign do you know? Name them.
What are the advantages and disadvantages of each of them. 6. How the budget allocated for advertising is formed. What is a media outlet, a media account? 7. What is included in tactical media planning? 8. What problems do you think a media buyer might face?

Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice
Media statistics describing the media plan. Aggregate rating (GRP, gross rating point)
Target rating (TRP, target rating point) Advertising campaign coverage (Reach /Cover %) OTS (opportunity to see) The frequency of the advertising message (Average Frequency) The share of the voice (share of
voice, SOV) Media statistics describing the audience of one media event. Rating
(Rating). HUT (Households using television). Share of TV viewing (share). Compliance Index (Affinity index). Cost characteristics of media CPT (cost per thousand) CPT (cost per point)
The share of advertising costs (share of spend, SO) Advertising to Sales (A/S) The Ostrow matrix Joseph W. Ostrov

1. Name the main media indicators of media planning. 2. What does the concept of rating
and average rating mean? HUT and HUR. Fraction. 3. Define the concept of coverage. Coverage in various
media (coverage, display). One-time coverage and period coverage. 4. What is
affinity index in media planning, brand index? 5. Define the concept of the number
of advertising contacts, GRP and TRP. Areas of application, methods of determination.

Topic 5. Media Planning Software
Overview of media planning software. The following
software products are best known: Galileo, PaloMARS, TV Planet, Super Nova, (TNS Gallup Media). Of the less well-known, we note AGB WorkStation (AGB Television), PROBA-Media, CRATE, DataFriend
(Comcon), OptiMedia (Client Service), Media Planer (ExMedia), etc. Advantages and disadvantages.
Topic 6. Principles of selection of media carriers.
The main problems of media planning. The basic principles of the selection of media carriers. Features of the study of TV and radio audience. Technical and verbal?ways to get information about audience consumption of various TV and radio programs. The main units of measurement of the TV audience (telemetry). Audiometers: pros and cons of the quality of the information received. Research structures engaged in monitoring measurement of the QMS audience. Russian professional organizations in the market of tele- and audiometry.

1. Types of mass media. Their characteristics as
advertising distribution channels. 2. Qualitative and quantitative characteristics of the media and their significance for
achieving the necessary target audience.

Topic 7. Characteristics and features of the main placement channels: about the Press about TV about Radio about Internet about Outdoor advertising
Advertising in the press: features of newspaper advertising. Advantages and disadvantages of newspapers in terms
of advertising placement. Features of advertisements in printed QMS. Magazines,
their advantages and disadvantages in terms of advertising placement. Radio and television as advertising media. The possibilities of the Internet as an advertising medium. Outdoor equipment advertising, the specifics of advertising on transport. Direct mail and its specifics.

3. Advertising in newspapers, magazines. The size of the advertising message, advertising module. 4. The cost of an advertising strip in newspapers and magazines. The cost of a rating point. Discounts and surcharges when selling an advertising package. 5. Types of television, their advantages and disadvantages for the advertiser: terrestrial, cable, satellite.
6. Characteristics of TV types.

7. The cost of advertising on TV. 8. Radio advertising and its cost. 9. Outdoor and transit advertising, advertising on the Internet

Topic 8. Effectiveness of the conducted advertising campaign in media planning

Methodology of research on the effectiveness of the media plan and measures to control the effectiveness of its execution.

3.4. Topics of seminars/practical and laboratory classes

3.4.1 Seminars/practical classes

Topic 1. Definition of the concept of "media planning", its goals and objectives. The main advertising media and their characteristics
Topic 2. Media planner's professionogram.
Topic 3. The main stages of media planning

Topic 4. The main quantitative characteristics of the media plan: calculation of indicators and their application in advertising practice

control point , sample questions:

Solving control tasks. For example: What is the extent of audience coverage by TV advertising, if

the total number of viewers who have seen the advertisement we are interested in is 14,570 people, and the total

number of potential viewers reaches 36,700.

Topic 5. Media planning software

homework , sample questions:

Get acquainted with the interface of the programs Galileo, PaloMARS, TV Planet, Super Nova. Study

the instructions for their use. To identify the specifics of using these programs for

different media carriers.

Topic 6. Principles of selection of media carriers.

homework , sample questions:

The company ?The World of Windows?, specializing in the manufacture and installation of windows, within the framework

of a seasonal advertising campaign (April-June) plans to place an advertising message about

the upcoming promotion and corresponding discounts for the population of Kazan and the suburbs.

Advertiser requirements: o outdoor advertising: billboard 3x6; cityformat 1,8x1,2 o

Geography: Kazan o term: 1 month o GRP: 15-23

Task 1. Develop an advertising message for the company ?

The world of windows? (taking into account the type of RC).

2. Describe the target audience.

3. Justify the choice of each advertising medium.

4. Prepare a media calculation for the advertiser, taking into account the submitted requirements and the total volume of the advertising campaign of 950 thousand rubles, of which 420-480 thousand rubles for outdoor advertising.

5. To complete the task, build a table in Excel.

Topic 7. Characteristics and features of the main placement channels: about the Press about TV about

Radio about Internet about Outdoor advertising

checkpoint , sample questions:

A control task to check the material passed.

creative task , sample questions:

Develop a media plan using only the Internet. Reflect all stages of media planning.

The company and the product are represented by the teacher.

creative task , sample questions:

Develop a media plan using only the Internet. Reflect all stages of media planning.

The company and the product are represented by the teacher.

creative task , sample questions:.

Develop a media plan using only the Internet. Reflect all stages of media planning.

The company and the product are represented by the teacher.

creative task , sample questions:

Develop a media plan using only the Internet. Reflect all stages of media planning.

The company and the product are represented by the teacher.

creative task , sample questions:

Develop a media plan using only the Internet. Reflect all stages of media planning.

The company and the product are represented by the teacher.

Topic 8. Effectiveness of the conducted advertising campaign in media planning
creative task , sample questions:
Development of a media plan and its presentation.
Calculation of its effectiveness.
The company and the product of the student's choice.

3.4.2. Laboratory classes

Laboratory classes in the discipline are not provided for in the curriculum.

3.5. Topics of course projects (term papers)

The course project (term paper) on the discipline is not provided for in the curriculum.

4 Educational, methodological and informational support

4.1 Regulatory documents and GOST standards

Normative documents and GOST standards are not used in the study of the discipline.

4.2 Basic literature

Main literature Buzin V. N. Media planning. Theory and practice [Electronic resource] : textbook. a manual for
university students studying in the specialties 'Advertising', 'Marketing', 'Psychology', 'Sociology', 'Journalism' / V. N. Buzin, T. S. Buzina. - M. : UNITY-DANA, 2022. - 495 p. -

Ushanov, P. V. Advertising in a television program [Electronic resource] : textbook. manual / P.
V. Ushanov. - 2nd ed., ster. - M.: FLINT, 2022. - 51 p. - Mode
доступа
Dmitrieva L. M. Philosophy of advertising activity: Textbook / L.M.Dmitrieva, D.K.Krasnoyarova, N.A.Anashkina; Omsk State Technical University. -
M: Master:SIC INFRA-M,2023 -256c.: 60x88 1/16. - (Master's degree). (o) ISBN 978-5-9776-0281-5, 500 copies. Access mode:
Kuznetsov, P. A. Modern technologies of commercial advertising: A practical guide
[Electronic resource] / P. A. Kuznetsov. ? M.: Publishing and Trading Corporation 'Dashkov and K-',
2020. ? 296 p. - ISBN 978-5-394-01068-2 -

4.3 Additional literature

Blum M. A. Advertising Marketing: A Textbook / M.A. Blum, B.I. Gerasimov, N.V. Molotkova.
- 2nd ed. - Moscow: Forum: SIC INFRA-M, 2020. - 144 p.: 60x90 1/16. - (Vocational education). (cover) ISBN 978-5-91134-956-1, 300 copies.
Lebedeva, L. V. Psychology of advertising [Electronic resource] : textbook. manual for universities / L. V.
Lebedeva. - M.: FLINT, 2021. - 126 p. - ISBN 978-5-9765-1642-7
Mandel, B. R. Psychology of advertising: history, problems [Electronic resource] : textbook. manual / B. R. Mandel. - Moscow: FLINT, 2022. - 272 p. - ISBN 978-5-9765-1633-5.

Timofeev M. I.Psychology of advertising: A textbook / M.I. Timofeev. - 2nd ed. - M.: IC RIOR: SIC INFRA-M, 2020. - 224 p.: 70x100 1/32. - (HPE: Bachelor's degree). (cover, karmic format) ISBN 978-5-369-01373-1, 300 copies.

Tombu Dina Voldemarovna. Sociology of advertising activity: A textbook. Moscow Publishing House "FORUM" Moscow LLC "Scientific and Publishing Center INFRA-M", 2019.

4.4 Electronic educational resources

1. Electronic educational resources in this discipline are in the process of development.

4.5 Licensed and freely distributed software

1. Microsoft Office suite programs (Word, Excel, PowerPoint)

4.6 Modern professional databases and information reference systems

1. SPS "ConsultantPlus: Non-commercial Internet version". - URL: http://www.consultant.ru/online / (accessed: 02/16/2023). – Access mode: free.

5 Material and technical support

1. Lecture hall.
2. An audience for practical classes.
3. Computer class with Internet access.
4. An audience for group and individual consultations, ongoing monitoring and interim certification.
5. An audience for independent work.
6. Library, reading room.

6 Methodological recommendations

6.1 Methodological recommendations for the teacher on the organization of training

Methodological recommendations for the teacher on the organization of training

This section of this work program is intended for novice teachers and practitioners who do not have teaching experience.

The discipline Media Planning forms the competence of the students of the CC-1. In the conditions of designing educational systems based on the principles of the competence approach, there has been a conceptual change in the role of the teacher, who, along with the traditional role of the knowledge carrier, performs the function of the organizer of the student's research work, consultant in the procedures for selecting, processing and interpreting information necessary for practical action and further development, which must necessarily be taken into account when conducting lectures and practical classes in the discipline " Media Planning "

The teaching of theoretical (lecture) material on the discipline " Media Planning " is carried out on the basis of interdisciplinary integration and clear interdisciplinary connections within the framework of the educational program and curriculum.

The detailed content of individual topics of the discipline " Media Planning " is considered in paragraph 3.3 of the work program.

Approximate variants of tasks and test tasks for the current control and a list of questions for the exam in the discipline are presented as part of the FOS for the discipline in paragraph 7 of this work program.

The list of basic and additional literature, databases and information reference systems required in the course of teaching the discipline " Media Planning " is given in paragraph 4 of this work program.

6.2 Methodological guidelines for students on the development of the discipline

Obtaining in-depth knowledge of the discipline is achieved through the active independent work of students. It is advisable to use the allocated hours to get acquainted with the educational and scientific literature on the problems of the discipline, the analysis of scientific concepts.
Within the framework of the discipline, various forms of monitoring the level of achievement by students of the declared indicators of competence development are provided.
Forms of current control – the activity of work in practical classes, testing.
The form of intermediate control in the discipline is an exam, during which the level of achievement of the declared indicators of competence development by students is assessed.
Methodological guidelines for the development of the discipline.
Lectures are conducted in accordance with the content of this work program and are a presentation of the theoretical foundations of the discipline.
Attending lectures is mandatory.
Taking notes of the lecture material is allowed both in writing and by computer.
Regular repetition of lecture notes for each section in preparation for the current forms of certification in the discipline is one of the most important types of independent work of the student during the semester, necessary for high-quality preparation for intermediate certification in the discipline.
Conducting practical classes in the discipline "Media Planning" is carried out in the following forms:
– a survey based on materials reviewed at lectures and studied independently according to the recommended literature;
– analysis and discussion of issues on topics, problem solving.
Attendance of practical classes and active participation in them is mandatory.
Preparation for practical classes necessarily includes the study of lecture notes and recommended literature for an adequate understanding of the conditions and method of performing tasks planned by the teacher for a specific practical lesson.
Methodological guidelines for performing various forms of extracurricular independent work
The study of the main and additional literature on the discipline is carried out on a regular basis in the context of each topic to prepare for the intermediate certification in the discipline "Media Planning". The list of the main and additional literature on the discipline is given in paragraph 4 of this work program.
Methodological guidelines for preparation for intermediate certification
Intermediate certification in the discipline "Media Planning" takes place in the form of an exam. An approximate list of questions for the exam in the discipline "Media Planning" and the criteria for evaluating the student's response for the purpose of evaluating the achievement of the stated indicators of competence formation are given as part of the FOS for the discipline in paragraph 7 of this work program.
The student is allowed to intermediate certification in the discipline, regardless of the results of the current progress control.

7 Evaluation Funds Fund

7.1 Methods of monitoring and evaluating learning outcomes

Code and name of competencies	Indicators of competence achievement
OPK-4. Able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products	IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development; IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments;

7.2 Шкала и критерии оценивания результатов обучения

7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the OPK-4, indicators of the OPK-4.1, OPK-4.2)

"5" (excellent): the student demonstrates excellent theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech and the ability to quickly respond to clarifying questions.

"4" (good): the student demonstrates good theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech, but at the same time makes insignificant mistakes that he quickly corrects independently or with minor correction by the teacher.

"3" (satisfactory): the student demonstrates satisfactory theoretical knowledge, shows poorly formed skills in analyzing phenomena and processes, insufficient ability to draw reasoned conclusions and give examples, shows insufficient fluency in monologue speech, terms, logic and consistency of presentation, makes mistakes that can be corrected only when corrected by a teacher.

"2" (unsatisfactory): the student demonstrates ignorance of the theoretical foundations of the subject, lack of practical skills, does not know how to draw reasoned conclusions and give examples, shows poor command of monologue speech, does not know the terms, shows a lack of logic and consistency of presentation, makes mistakes that cannot be corrected when corrected by the teacher, refuses to answer additional questions.

7.2.2. Criteria for evaluating the student's work in practical classes

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

"5" (excellent): all the tasks provided for in the practical training plan were completed, the student answered all control questions clearly and without errors, actively worked in practical classes.

"4" (good): all the tasks provided for in the practical training plan were completed, the student answered all the control questions with the teacher's corrective remarks, worked quite actively in practical classes.

"3" (satisfactory): all tasks provided for in the practical training plan were completed with the teacher's comments; the student answered all control questions with comments.

"2" (unsatisfactory): the student did not complete or incorrectly completed the practical tasks provided for in the practical training plan; the student answered the control questions with errors or did not answer the control questions.

7.2.3. Criteria for evaluating test results

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

The test is evaluated according to the percentage of correct answers given by the student to the test questions.

The standard scale of compliance of test results with the assigned score:

 "excellent" - over 85% of correct answers;

 "good" - from 70.1% to 85% correct answers;

 "satisfactory" - from 55.1% to 70% of correct answers;

from 0 to 55% of correct answers – "unsatisfactory"

"5" (excellent): the test taker demonstrates excellent theoretical knowledge, knows the terms and has the ability to quickly respond to test questions.

"4" (good): the test taker demonstrates good theoretical knowledge, knows most of the terms and has the ability to respond quickly to test questions.

"3" (satisfactory): the test taker demonstrates satisfactory theoretical knowledge, owns the basic terms and concepts.

"2" (unsatisfactory): the test taker has no theoretical knowledge, he does not know the terminology and reacts slowly to the test questions.

7.3 Evaluation tools

7.3.1. Current control

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

Question No. 1. Features of advertising in the press. Characteristics of periodicals: features of the reading audience, subject matter, circulation, distribution region, periodicity of publication, color, design, parameters of perception of print media among the target audience. Types of advertising in newspapers and magazines.

questions

1. Specify the types of periodicals you know. How do their characteristics affect the nature of their use as media carriers?
2. Do the layout technology and the place of advertising material in the publication affect the level of memorability? Prove it with your own examples.
3. What is the difference between advertising in newspapers and magazines?
4. List and describe advertising services in the press.
5. What influences the determination of the cost of advertising in print media Mass media?
6. Advertising on the radio.

The radio station, its format and characteristics.
Genres of radio advertising. Forms of radio advertising. Basic media indicators for evaluating the effectiveness of advertising on the radio.
Question No. 2. Advertising strategy in the media:
budget planning. General principles of determining
the advertising budget. Tactics of working with the media: distribution
of advertising budgets between advertising media.
Answer options:
1. Give a description of strategic media planning.
2. Give a description of tactical media planning.
3. Give a description of operational media planning.:

Question No. 3. Effective media planning. Goals and objectives
of media planning. Requirements for the formulation of goals (SMART).
Stages of media planning. Possibilities
of the media planning methodology. Types of media planning by degree
of accuracy, by stages of development, by types of goals. The concept
of a target and its types. The concept of the rating of the advertising
message carrier. Audience reach and frequency of advertising contacts:
the main parameters. Factors of the minimum frequency of contacts with
advertising. Mediabrif. Components of the media tariff.

Answer options:

1. List the requirements for the formulation
of media planning goals.
2. List the goals of media planning.
3. List the main features of media planning.
4. Name the types of media planning according to the degree of accuracy.
5. Name the types of media planning by stages of development.
6. Name the types of media planning by type of goals.
7. What is a rating? How is the media rating calculated?
8. How to calculate the total rating? Give a definition.
9. What is coverage?
10. How to calculate the sum of ratings for the target audience?
11. How to calculate the number of contacts? Explain the concept.
12. What is the average frequency of contacts? The formula for the calculation.
13. Explain the concept of compliance index. What does it show?
14. What is the channel share?
15.Name the known indicators that characterize
the media carrier, the audience, the impact of the carrier on the audience.
16. Why
is the coverage/frequency approach at the heart of media planning, and not the volume of purchased advertising media?
17. Give examples of possible use of the indicators
"coverage". How does the "frequency" indicator differ from
the "cumulative frequency" indicator?
18. Do you agree that with the achievements of a certain
the number of contacts the effectiveness of the impact feeds?
19. Define the concept of "mediabrif". What is the
purpose of this document?

20. List the issues that should be covered in
the media archive.

Examples of test tasks:

1. What did the researchers of antiquity call the inscriptions scratched or inscribed on the walls with paints

A) graffiti
B) papyri
C) Sources
D) posters
E) ambulances

2. In which ancient countries was the advertisement engraved on copper and bone

A) Greece and Rome
(B) Greece and Egypt
C) Egypt and Mesopotamia
(D) Macedonia and Egypt
(E) Rome and Mesopotamia

3. The object of oral advertising of antiquity were:

A) slaves
B) carpets
C) Food products
D) building materials
E) general consumer goods

4. The purpose of advertising is:

A) convince potential buyers of the usefulness of the product and lead to the idea of the need to buy it
B) when addressing a potential consumer, resort to the imperative mood
C) whatever the method of persuading a potential buyer to purchase the product
D) force a potential buyer to buy the product
E) there is no correct answer

5. The most important means of dissemination of information and advertising in the ancient states of the world were:

A) glossed
B) sellers
C) consumers
(D) Public authorities
E) buyers

6. Which ancient city brought to us more than 1.5 thousand different advertisements, quite similar to modern advertising

A) Pompey
B) Rome
(C) Egypt
(D) Mesopotamia

(E) Greece

7. Where advertising writing was combined with samples of monumental inscriptions
A) in the East
(B) Asia
C) Europe
D) America
(E) Africa

8. What does advertising mean in Latin
A) Shout loudly or notify
B) Offer and buy
C) Seller and buyer
D) The consumer
E) No response

9. In which countries did the first signs of advertising appear
A) Ancient Greece and Rome
B) Spain and Italy
(C) China and Japan
D) Great Britain and France
E) No response

10. Discounts from the price, distribution of coupons, holding contests – these are techniques:
A) sales promotion
B) advertising
C) Direct marketing
D) public relations
E) sales assistance

11. Advertising in the press includes
A) Various advertising materials published in the periodical press
B) Various raw materials
C) Various building materials
D) No response
E) All answers are correct

12. Specify which advertising should be used at the stage of introducing a new product to the market:
A) informative advertising
B) exhortatory advertising
C) Reminiscent advertising
D) image
(E) Regional

13. Advertising stands out by the width of the audience coverage:
A) local, regional, national, international, global
B) commercial, prestigious, advertising of ideas, personalities, territories
C) informative, admonitory, reminding
D) commercial, social, political

E) Social, political, reminiscent

14. The customer of the advertisement is:
A) advertiser
B) advertising agency
C) Media buyer
D) the consumer
E) broker

15. Which of the participants of the advertising activity initiates the advertising process:
A) advertiser
B) the consumer
C) means of advertising distribution
D) advertising agency
E) media buyer

16. The advertising process is:
A) a set of phases of the movement of advertising information from the advertiser to the consumer
B) the process of creating advertising products
C) a set of promotional activities aimed at any market segment
D) identification of the contingent of goods and services in need of advertising
E) positioning of goods

17. The economic role of advertising is realized in the fact that it:
A) supports competition, expands sales markets
B) contributes to the growth of capital investments and the number of jobs
C) promotes the dissemination of knowledge from various fields of human activity
D) promotes the popularization of the product and increases demand
E) holds the demand

18. The main task of exhortatory advertising is:
A) persuading the buyer to purchase the advertised product
B) formation of awareness and knowledge about the new product
C) retention of information about the product in the memory of consumers.
D) correct answers "a" and "c"
E) correct answers "a" and "b"

19. Advertising representing public and state interests and aimed at achieving charitable goals is:
A) social advertising
B) business advertising
C) image advertising
D) political advertising.
E) commercial advertising

20. Advertising in which there is false information is:
A) false advertising
B) unfair advertising
C) unethical advertising
D) commercial advertising

E) genre advertising

21. Advertising that violates generally accepted norms of humanity and morality is:
A) unethical advertising
B) false advertising
C) unfair advertising
D) exhortatory advertising
E) a reminder advertisement

22. After coding, the idea is not embodied:
A) in mental images
B) in graphs
C) in phrases
D) all options are correct
E) No

23. The non-personal nature of advertising shows:
A) appeal with one sentence to a wide consumer audience
B) identification of the advertiser's name
C) low image of the advertiser
D) unknown mailing address of the advertiser
E) anonymity of the person preparing the advertising appeal

24. The active application of the achievements of what science has brought the practice of modern advertising to a new level
A) psychology
B) mathematics
C) Medicine
D) biology
E) Stories

25. The economic basis of advertising activity is:
A) the level of economic development of production
B) the advertiser's need to sell the product
C) commodity market
D) development of banking
E) non-commercial activities

26. With the advent of what begins a qualitative leap in the development of advertising
A) book printing
B) the alphabet
C) educational institutions
D) papyrus
E) ancient authors

27. For what purpose did the ancient artisans put a special stamp on their products
A) took care of their reputation and advertising
B) in order to distinguish their products from the products of other artisans
C) thus attracted the attention of buyers
D) created a kind of "brand" for their product
E) there is no correct answer

28. What are special holographic films
A) transparent, sunlight-permeable, and work in daylight;
B) project an image or video from one projector to both sides;
C) are pasted on glass showcases;
D) a cut film applied to transparent acrylic when projecting videos or slide shows onto it;
E) all options are not correct.
29. What were the names of advertisements placed on specially built wall walls
A) ambulances
B) advertising signs
C) graffiti
D) papyri
E) posters

30. The social sphere of advertising activity includes:
A) Economy
B) Repair
C) Medicine
D) Tourism
(E) Education

31. The social sphere of advertising activity includes:
A) Household services
B) Production
C) Marriage announcement
D) The press
E) No response

32. What features of bona fide advertising should be inherent in commercial advertising
A) All answers are correct
B) Truthfulness
C) Specificity
(D) Focus
(E) Humanity

33. Truthfulness is:
A) A trait obliging the organizer of the advertising event to provide information about the goods
B) Expressed in convincing arguments and numerical data
C) Based on the latest achievements of various sciences and technical process
D) There is no correct answer
E) All answers are correct

34. The correct statement of advertising is:
A) suggestion implies that people have the ability to accept information based on the prestige of sources
B) suggestion-a method of influence designed for uncritical perception of messages
C) the essence of primary suggestibility is reduced to the willingness to agree with information on the basis of uncritical perception
D) prestigious suggestibility-change of opinion under the influence of information received from a highly authoritative source

E) there is no correct answer

35. The first link in the chain of the mechanism of psychological impact of advertising is
A) attracting attention
B) decision-making
C) Persuasion
D) expression of emotions
E) action (making a purchase)

36. What plays an important role in the perception process
A) the amount of attention
B) contrast of advertising colors
C) background music of the advertisement
D) interruptions in the transmission of the message
E) there is no correct answer

37. What does not act as an irritant, causing involuntary attention to the appearance or properties of the advertising medium
A) image
B) dynamism
C) intensity
D) Contrast
E) size

38. Specify the non-characteristic features of advertising:
A) The ability to
B) Truthfulness
C) Specificity
(D) Focus
(E) Humanity

39. Does not apply to branded packaging materials:
A) color signage
B) branded plastic bags
C) branded packaging paper
D) boxes for gifts and souvenirs
E) no response

40. Choose the correct statement that characterizes external factors:
A) everything that is happening around you at the moment
B) everything that happens inside you at the same moment
C) it may be your attitude, your attitude to various things
D) health status
E) there is no correct answer

41. What should not be a billboard placed by the road to be more competitive and attract the attention of passers-by
A) with dull shades of color
B) bright
C) catchy
D) glowing

E) with original contours

42. When doing what, the effect of advertising stimuli is not taken into account
A) road signs
B) posters
C) panel
D) posters
E) there is no correct answer

43. What gives the product additional psychological values that were an effective means of suggestion
A) performances of popular actors
B) consumer properties of the product
C) probability of demand for the product
D) all answers are correct
E) there is no correct answer

44. Which method is objective in forming public opinion through mass communication channels
A) convince
B) force
C) request
D) beckon
E) blackmail

45. What should not be resorted to when addressing a potential consumer
A) imperative mood
B) persuasion
C) Request
D) agreement
E) beckoning maneuvers

7.3.2. Interim certification
(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

Exam questions

Questions for the exam
1. Factors of media planning strategy formation.
2. Translation of marketing tasks into advertising.
3. Planning strategies: target audience strategy. Effective audience.Tactical media planning and its stages.
4. The concept of a media brief
5. Study of consumer behavior;
6. Monitoring of advertising information.
7. Factors determining the composition and boundaries of the audience.
8. Methods of studying the audience.
9. Media planning parameters as indicators of the communicative effectiveness of an advertising campaign: general indicators and cumulative indicators.

10. Media strategies (reach/frequency), patterns of target audience coverage.
11. Parameters affecting the structure of the media used in the media campaign
12. .Print media
13. Online publications in media planning
14. Radio and its possibilities from the point of view of media planning
15. Television: features of use in media planning
16. Measurement of radio and TV audience
17. Outdoor advertising
18. The influence of the marketing characteristics of the object on the choice of media
19. Pricing, tariffs and discounts for the placement of advertising materials.
20. The concept of media buying and media selling.
21. Calculation of the forecast rating of the TV channel.
22. Price parameters of media planning, the concept of comparative cost.
23. Selection of an information channel based on a comparison of tariffs taking into account the advertising budget.
24. Calculation of the media planning budget: basic models.
25. The problem of acquiring a place for advertising.