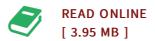




## Media Planning: A Practical Guide (3rd Revised edition)

By Jim Surmanek

NTC Publishing Group, U.S. Paperback. Book Condition: new. BRAND NEW, Media Planning: A Practical Guide (3rd Revised edition), Jim Surmanek, The perfect media-planning primer for your classroom or reference library. This comprehensive resource provides students with a solid foundation in media. This book presents media dynamics--definitions of various popular media terms and how these terms fit into media planning analysis. The latter part of the book deals with media plan development--how a media plan is constructed and what students should consider in that construction. Interspersed are related topics with which students should be familiar in order to plan effective advertising efforts. The Glossary/Index is a handy reference defining the most common terms used in media planning, as well as referring the student to the specific page where that term is discussed. Thoroughly discusses the major media forms including Interactive and Out-of-Home. Covers the basic components of a media plan: objectives, research, creative and promotion strategy, sales data, and competitive activity. Addresses basic questions regarding audience geography, scheduling, copy, coupons, reach, and frequency.



## Reviews

Merely no words to explain. I really could comprehended everything out of this published e ebook. I found out this publication from my dad and i suggested this publication to learn.

-- Prof. Margarita Ledner PhD

This written pdf is fantastic. It normally is not going to expense a lot of. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Gilbert Stroman