



KLEF Center for Distance & Online Education (CDOE)

Program: MBA (Digital Marketing)

22MB61K00- MEDIA PLANNING

Semester: 3

Home Assignment

Attempt one question from each CO. All questions carry equal marks. (Total Marks: 40)

CO1

1. Spotlight the shift of Media Planning function from Advertising Agencies to independent Buying Agencies.

OR

2. Specify the role of media buying agency and explain the Major Media Buying Agencies.

CO2

3. Prepare a media rationale for a specific campaign, justifying the chosen media channels based on marketing objectives and target audience considerations.

OR

4. Discuss the ethical considerations involved in media planning, particularly in the digital age. How can media planners ensure responsible and accountable advertising practices?

CO3

5. Analyse the impact of different ad positions (e.g., prime time, mid-day) within a specific media vehicle (e.g., TV, website) on campaign performance. Consider factors like target audience behaviour and cost-effectiveness.

OR

6. Discuss the impact of emerging technologies (e.g., AI, AR/VR) and changing audience behaviour on media planning in the future. How do you think the role of media planners will evolve in the coming years?

CO4

7. Design a comprehensive evaluation plan for your media campaign. How will you measure success against your predetermined objectives?

OR

8. Discuss the challenges and ethical considerations associated with collecting and analysing audience data in the context of media planning.
