



MEDIA PLANNING & BUYING

Media planning and buying encompasses the strategic process of securing optimal advertising space for your advertisements through effective negotiation and optimal media placements. The ability to identify and secure the right digital advertising space can significantly impact ROI. Beneficial to marketing managers who sign off on media plans to junior planners looking to enhance their skills.

COURSE OUTLINE

- Introduction to Digital Media Planning and Buying.
- Negotiation of Media Placements.
- Fundamentals of Paid Digital Media.
- Digital Media Planning and Buying Processes.
- Understanding the Digital Landscape.
- Measurement and Evaluation of Digital Media Campaigns.
- Media Planning for Different Digital Channels.
- Emerging Trends in Digital Media Planning and Buying.

Choosing the Right Course to Study for My Career

When coming to making a career choice there is no right or wrong career, it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!

KEY LEARNING POINTS:

- Collaborating on Campaign Briefs.
- Creating Media Strategies.
- Developing Digital Media Plans.
- Executing Campaigns.
- Managing Campaigns.
- Educating Stakeholders.

COSTS

Once Off: R 7 500