

**BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS****FACULTY OF LIBERAL ARTS****FINAL EXAMINATION**Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM3114 Media Planning & Management**
Trimester & Year : September – December 2021
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (50 marks) : **THREE (3) short answer questions. Answer ALL questions. Answers are to be written in the column provided.**
PART B (50 marks) : **ONE (1) short essay question. It is mandatory to answer this question. Answers are to be written in the column provided.**
2. Candidates are not allowed to refer to any unauthorized materials during the online exam.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

PART A : THREE (3) STRUCTURED QUESTIONS (SHORT ANSWERS) (50 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

Every communication plan must be based on a Big Idea. Explain what Big Idea is and provide **FIVE (5)** points why Big Idea is important in the media plan activity and in creative execution. Provide **TWO (2)** examples to support your answer.

(10 marks)

Question 2

Discuss **FOUR (4)** important components in the media tactics framework. Provide **ONE (1)** example in each component.

(20 marks)

Question 3

In media management, behaviour targeting is one of the ways in managing the target market. Discuss how this can be done. You are encouraged to use a well-thought out example to discuss, making sure key points, practices or activities are adequately covered and explained.

(20 marks)

END OF PART A

Question 1**(50 marks)****Case Study: China chop Nike Ad Chamber of Fire**

The U.S. sportswear firm Nike has apologized for running a commercial in China which has been banned by popular demand for offending the country's national dignity.

The 90-second advertisement was meant to combine Kill Bill–style martial arts with sassy basketball bravado. U.S. National Basketball Association star LeBron James is shown running rings around the animated figure of a wizened and bearded kung fu master, who resembles the martial arts teacher from Quentin Tarantino's latest movie. In the commercial, the American athlete also gets the better of two women in traditional Chinese attire, and a pair of dragons—considered to be a symbol of China.

In a sign of the growing influence of internet opinion, the government has pulled the “Chamber of Fear” advertisement off the airwaves, after protests in online chat rooms overturned the initial approval by state censors. According to the U.S. company, the commercial was designed by its advertising agent, Wieden and Kennedy, to encourage teenagers to overcome temptation, envy, complacency and self-doubt.

But it has only managed to stir up irritation in China. The state administration for radio, television and film posted a statement saying that Nike had violated the condition that all advertisements in China should uphold national dignity. “This ad shows Chinese characters losing again and again. It makes our country look helpless against America,” said one chat room contributor.

Faced with the loss of business from a market in which its sales have nearly doubled in the past year, Nike meekly accepted the government's decision. “We had no intention of hurting the emotions of Chinese consumers,” the company said in a statement. “We place much attention on the Chinese market and there was a lot of careful consideration before launching the advertisement,” they said.

As a newly appointed advertising agent, you are required to:

- A. Analyse the case study above using the areas listed below by first explaining what each area is:
 - i. Target
 - ii. Media types
 - iii. Media tactics
 - iv. Media vehicles
 - v. Media units
 - vi. Media schedule
 - vii. Media promotions
 - viii. Media logistics
 - ix. Contingency plans
 - x. Calendar
 - xi. Budget
 - xii. Integrated marketing

- B. Then, select any **FIVE (5)** areas and state **TWO (2)** points (based on your opinion) where the former advertising agent went wrong; and
- C. At the end, discuss **EIGHT (8)** points on how you would make the Nike advertisement differently.

END OF EXAM