

## CFAM4.2.5

### Negotiate and buy media space



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#### Overview

This is about negotiating media space and/or time in accordance with an agreed media strategy. It includes establishing that the space/time is available, buying the media space/time within agreed budgets and confirming the schedule.

This unit is recommended for marketing and marketing communications managers responsible for purchasing media space/time for advertising campaigns. Such personnel might be employed directly by the organisation whose products/services are to be advertised, or work for an agency/consultancy.

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#### Performance criteria

- You must be able to:*
- P1 confirm the agreed media plan and vehicles for advertising the organisation's products/ services
  - P2 determine the availability of the desired media vehicles, establishing available alternatives that fulfil the media plan's requirements where necessary
  - P3 refer any difficulties in availability promptly and correctly to the relevant person(s)
  - P4 negotiate and agree media costs which fulfil advertising budget requirements, and, where relevant, are in line with any established pricing structures agreed with the supplier
  - P5 obtain media space, including timing and positioning, in line with the agreed media plan and associated targets for reach and frequency
  - P6 agree arrangements to monitor and audit the results of the media coverage
  - P7 confirm media acquisition and terms promptly and correctly with all relevant stakeholders
  - P8 prepare a media schedule confirming accurately media bookings and the schedule of advertising space purchased

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 the role of advertising within an overall marketing strategy
- K2 the importance of media planning to the success of an advertising strategy
- K3 the principal suppliers of media and their trading practices, relevant to your area of responsibility
- K4 the importance of reach, frequency and impact in achieving advertising objectives, and the relative advantages and limitations in these respects of the main advertising media types
- K5 the importance of response, conversion, sales and income generated directly by the media activity
- K6 different patterns within media scheduling and the circumstances when these are most effective
- K7 the principles of negotiation and how to apply these when buying media
- K8 the importance of examining regularly the relative impact and costs associated with different types of media, and vehicles within these, and how to do this
- K9 the importance of ensuring that any response triggered by each booked media event is handled correctly, to ensure the planned consumer experience
- K10 the importance of consulting with colleagues and other stakeholders during the buying of media and how to do this effectively
- K11 the principal providers of audit information relating to monitoring media space

*You need to know and understand:*

##### **Industry/sector specific knowledge and understanding**

- K12 regulatory, ethical and code of practice requirements impacting upon advertising practice in the organisation's sector

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K13 the market in which the organisation works and its products/services
- K14 the organisation's target customers, their media habits and their typical response to media activity
- K15 the advertising strategy for the organisation's products/services
- K16 colleagues and other key stakeholders, and their needs and expectations
- K17 processes for consultation within the organisation

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#### Additional Information

##### Behaviours

1. You present information clearly, concisely and accurately
2. You work to develop an atmosphere of professionalism and mutual trust
3. You show respect for the views and actions of others
4. You present information and arguments convincingly
5. You work within your own levels of responsibility
6. You display an interest in the different communication platforms to which consumers are exposed

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