

Media Planning Guide Malaysia 2017

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Media planning is generally outsourced to a media agency and entails sourcing and selecting optimal media platforms for a client's brand or product to use.

Volume 15, 2017, No. 2, 2017: Volume 15, 2017, No. 1, 2017: Volume 14, 2017, No. 2, 2017: Media Planning Guide Malaysia 2017. 2017. Kuala Lumpur: Perception Media.

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Perception Media from Malaysia announced the launch of the Digital version of their print publication "Media Planning Guide" using ZITIMA's (www.zitima.com) Mobile

Media Planning: A Practical Guide is a good place to start for those interested in a career in advertising or for those who work in related industries.