

Media Planning Decisions and Preferences through a Goal Programming Model: An Application to a Media Campaign for a Mature Product in Italy

Authors : Cinzia Colapinto, Davide La Torre

Abstract : Goal Programming (GP) and its variants were applied to marketing and specific marketing issues, such as media scheduling problems in the last decades. The concept of satisfaction functions has been widely utilized in the GP model to explicitly integrate the Decision-Maker's preferences. These preferences can be guided by the available information regarding the decision-making situation. A GP model with satisfaction functions for media planning decisions is proposed and then illustrated through a case study related to a marketing/media campaign in the Italian market.

Keywords : goal programming, satisfaction functions, media planning, tourism management

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020