



APPLIES TO ACADEMIC YEAR
2001/2002

MRK 9831 Marketing Communication

Program

Bachelor's Program in Marketing - Information and Public Relations, Bachelor's Program in Marketing and Internationalization, Bachelor's Program in Marketing Communication, Foundation Program in Marketing - Information and Public Relations, Foundation Program in Marketing and Internationalization, Foundation Program in Marketing Communication

Responsible for the course

Arne Morten Ulvnes

Department

Marketing

Term

Fall

ECTS Credits

6

Objective

The course main objectives are to give the students a broad introduction into communication as a marketing tool, as well as an introduction into different communication theories. The course focuses on mass communication as well as interpersonal communication, communication between departments and between companies. Further the students will gain knowledge about advertisers and their relationship with advertising agencies as well as other actors in the advertising industry. The student will during the course gain knowledge of how an advertiser and an advertising agency plan their communication strategies, and explain the terms of advertising design. Special emphasis will be put on a company's use of communication instruments and develop an understanding for that different modes of communication may give different results for the company.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Helgesen, T. 2000. *Markedskommunikasjon: Prinsipper for effektiv informasjon og påvirkning*. 5th ed. Oslo: Cappelen akademisk forlag.
Ulvnes, Arne M. og Tor M. Løland, eds. 2001. *Artikkelsamling: MRK 9831 Markedskommunikasjon*. Sandvika: BI Forlag

Recommended literature

Blindheim, T. and G. Sætrang. 1997. *Premisser for påvirkning*. Oslo: Cappelen akademisk forlag.
Rosendahl, T and R. Bjerke. 1998. *Reklame over alle grenser: Tverrkulturell markeds kommunikasjon*. Oslo: Cappelen akademisk forlag.

Course outline

INTRODUCTION

1. Communication in a marketing perspective - The communication mix.
2. Relationships in the advertising industry

PROMOTIONAL STRATEGY

3. Marketing communication - concepts and models
4. The practical reality and the theoretical approach
5. Psychological, sociological and economic views on marketing communication
6. Communication planning and communication strategy (analysis and goals)
7. Advertising message, creativity and design
8. adaptation vs development of advertising
9. Choice of media, use of media and interactive electronic networks

10. Measuring communication effects and impacts
- INTERNAL COMMUNICATION
11. Communication flows
12. Theoretical perspectives on internal communication
- INTERFIRM COMMUNICAITON
13. Different forms of interfirm communication
14. Personal selling
- SPECIAL TOPICS ON COMMUNICATION
15. Sponsoring
16. Integrated marketing communication
17. The power of advertising
18. Political promotion and non profit information
19. E-Communication
20. Advertising and the society

Computer-based tools

Computer tools are not necessary in this course.

Course structure

42 hours of lectures, cases and group work. Practical exercises will be handed out at the beginning of the course, which can be solved individually or in a group.

Course Structure Distance Education

At the beginning of the course and before the exams there will be arranged intensive lessons. Distance Education also has a guideline as a supplement to the required reading. The guideline contains information on the study program, progress plan, and exercises and proposed solutions. Guidance via the Internet contains subject pages and group discussions. The course participants are given the opportunity to hand in voluntary assignments for evaluation.

Evaluation

A three-hour individual written examination concludes the course.

Evaluation code(s)

MRK 98311 - written exam, which accounts for 100% of the grade in MRK 9831, 2 credits.

Aids at the examination

No aids are permitted at the exam.

Makeup exam

A makeup exam is held in every term.