



APPLIES TO ACADEMIC YEAR  
2002/2003

## 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

Trond Blindheim

### Department

Marketing

### Term

Fall

### ECTS Credits

6

### Objective

The course's 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 about 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 to create an understanding for the fact that different modes of communication may produce different results for the company.

### Prerequisites

No particular prerequisites are required.

### Compulsory literature

Helgesen, Thorolf. 2000. *Markedskommunikasjon: prinsipper for effektiv informasjon og påvirkning*. 5. utg. Oslo: Cappelen akademisk forlag.

Blindheim, Trond, red. 2002. *Artikkelsamling: MRK 9831 Markedskommunikasjon*. Sandvika: BI Forlag

### Recommended literature

Blindheim, Trond og Gunnar Sætrang. 1997. *Premisser for påvirkning*. Oslo: Cappelen akademisk forlag.

Rosendahl, Tom og Rune Bjerke. 2000. *Reklame over alle grenser: tverrkulturell markedskommunikasjon*. Oslo: Cappelen akademisk forlag.

### Course outline

#### INTRODUCTION

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

#### CORPORATE MARKETING COMMUNICATION

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. E-communicatoin
  11. Measuring communication effects
- INTERNAL COMMUNICATION
12. Flow of communication within the company
  13. Theoretical perspectives on internal communication
- COMMUNICATION BETWEEN COMPANIES
14. Various forms of communication between companies
  15. Personal sales
- SPECIAL COMMUNICATION THEMES
16. Integrated marketing communication
  17. The power of advertising
  18. Sponsorship
  19. Societal information and political advertising
  20. Advertising and 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.