



APPLIES TO ACADEMIC YEAR 2006/2007

## GRA 6433 Advanced Marketing Communication

### Program

Master of Science in Business and Economics, Master of Science in Business and Economics (Marketing), Master of Science in Marketing (Marketing)

### Responsible for the course

Even Johan Lanseng, Bendik Samuelson

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

Communication is a fundamental part of most marketplace transactions. In its purest form price communicates the information necessary for a transaction. In most other deviations from perfect competition, any marketer has to communicate more than price in order to establish, sustain, and grow his business. This course aims to provide deep understanding for both managerial applications and theoretical perspectives on marketing communication as a field of scientific research. The course will draw extensively on advertising research due to the richness and maturity of this perspective, even though this is strictly not a course in advertising.

### Objective

To address the managerial challenges of marketing communication in an analytical manner, this course seeks to establish a sound platform of knowledge based on attitudes and persuasion research from social psychology, as well as learning and memory principles from cognitive psychology. Dual process theories like the elaboration likelihood model (ELM), and the heuristic-systematic model (HSM) represent fundamental models from which to derive rich insights into the information processing perspective on marketing communication. Through these models, students will learn how attributes of the recipient, the message, the context, and the sender interact in producing communicative effects. As a logical implication, communication effects can be analyzed.

The information processing perspective provides a platform for the marketing communication planning process. In addition, acknowledging that media-placement captures a major proportion of the marketing communication budget, media strategy will also receive considerable attention.

### Prerequisites

GRA 4145 Brand Management or equivalent from other leading programs.

### Compulsory literature

#### Articles:

Compilation of articles

### Recommended literature

### Course outline

- Overview of communication models
- Marketing communication planning models
- The information processing perspective/ persuasion
  - Attitudes and persuasion
  - Dual process models
  - Learning and neural networks
- Communication process entities
  - Source
  - Message
  - Recipient
  - Context
- Methodological issues in communication research
- Media planning

**Computer-based tools**

None in particular, however, SPSS latest version will be utilized

**Course structure**

Part one: Overview of communication models and communication theories  
Part two: The marketing communication planning process  
Part three: Attitudes and persuasion  
Part four: Media planning

**Evaluation**

Your course grade will be based on the following activities and weights:

40 % term paper (group of max 3 students)  
40 % development of experimental design for test of marketing communication effects and article presentation (group of max 3 students)  
20 % Two hours written exam (individual)

Term paper and experimental design development shall be submitted electronically using Safe Assignment, and will be scanned for plagiarism.

All activities have to be passed in order to obtain a grade in the course.

**Evaluation code(s)**

GRA 64331 accounts for 100% of the final grade in the course GRA 6433.

**Aids at the examination**

For the two hours written exam: Bilingual dictionary.

**Makeup exam**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

**Honor Code**

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating.

These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.