



APPLIES TO ACADEMIC YEAR 2006/2007

## MRK 2531 Marketing Communication

### Program

Bachelor in Arts and Management (2. year), Bachelor in International Marketing (2. year), Bachelor in Market Communication (2. year), Bachelor in Marketing (2. year), Bachelor in Public Relations (2. year), Bachelor in Retail Management (2. year), Bachelor in Tourism Management (2. year), Bachelor of Science in Marketing (2. year)

### Responsible for the course

Even Johan Lanseng

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

Businesses depend on effective communication with their stakeholders in general, and their customers in particular. Marketing communication addresses how one chooses target groups for communications, and how to proceed to position one's brand in this target group through different communication channels.

### Objective

The course will provide the students with a comprehensive introduction to marketing communication as a tool. In today's markets, the media- and communication load is high and varied in nature - and in this market the company has to make themselves visible and attractive for customers and other stakeholders. The course will provide a broad introduction to and understanding of different factors and phases in the planning and execution of market communication initiatives. In this respect, this course extends on the students' previous courses in consumer behavior and marketing management. After completed course, the students should be able to plan communication initiatives to clearly defined target groups, including develop positioning, develop communication strategy, media strategy, message strategy, and integrate different channels of communication to ensure that the target groups receive a coherent, clear and effective message.

### Prerequisites

MRK 2280 Consumer Behavior or equivalent, MRK 2514 Marketing or equivalent.

### Compulsory literature

#### Books:

Percy, L. and R. Elliot. 2005. Strategic advertising management. 2nd ed. Oxford: Oxford University Press. (320 sider)

#### Other:

Artikler publisert på blackboard  
Cases som brukes i undervisning

### Recommended literature

#### Books:

Belch, George E. and Michael A. Belch. 2004. Advertising and promotion : an integrated marketing communication perspective. 6th ed. Harlow: McGrawHill/Irwin

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

Duncan, Tom. 2005. Principles of advertising and IMC. 2nd. ed. New York: McGrawHill/Irwin

Helgesen, Thorolf. 2004. Markedskommunikasjon: Prinsipper for effektiv informasjon og påvirkning. 6. utg.. Oslo: Cappelen akademisk forlag

Pelsmacker, Patric de, Maggie Geuens and Joeri Van den Bergh. 2004. Marketing communication : a European perspective. 2nd ed. Harlow: Financial Times/Prentice Hall

### Course outline

1. Overview of advertising and general communication mix
2. Prerequisites for successful advertising and promotion
3. The strategic planning process

- Target audience selection
- Understanding target audience decision making
- Determining the best positioning
- Developing communication strategy
- Setting media strategy
- 4. Development of message
  - Processing the message
  - Creative tactics
  - Creative execution
- 5. Integration of messages in different channels.

#### **Computer-based tools**

Computer tools are not necessary in this course.

#### **Course structure**

The course is run comprising 36 hours divided into lectures, cases and self-study. Several cases will be utilized in class. This means that some themes from the course outline might be covered through case discussion rather than traditional lectures. Consequently, it is logical that potential cases should be seen as compulsory literature with references to the final exam.

#### **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**

The course ends with a 72-hour take-home examination to be performed individually or by groups of up to three students.

#### **Evaluation code(s)**

MRK 25311 - take-home exam, which accounts for 100% of the grade in MRK 2531 Marketing Communication, 6 ECTS credits.

#### **Aids at the examination**

All aids are allowed.

#### **Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course.