



APPLIES TO ACADEMIC YEAR 2006/2007

## NVH 2601 Media strategy for retail sector

### Program

Bachelor in Retail Management (3. year)

### Responsible for the course

Cecilie Staude, Tor Bang

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

Various circumstances lately, has seriously put the retail sector on the journalists agenda. News articles, in all kinds of media, about the trade, retailers, shopping malls as well as suppliers have resulted in negative focus and low reputation for many representatives. Without knowledge about the rules and routines in the media - written as well as unwritten - you are often helpless in the contact with the journalists. To choose the right media strategy is therefore more important than ever.

### Objective

The course is an introduction course to media strategy, with relevance to structure, planning and implementation of contact with the media. With the basis of knowledge regarding the credibility, influence and circulation of the media, the students will learn that a strategic approach is necessary to obtain positive effect from all communication activities. With help from the ABC of journalism, the students will learn about using the newspaper-, radio- and television interview to communicate their messages.

### Prerequisites

No prerequisites.

### Compulsory literature

#### Books:

Cappelen, A.. 1998. Bruk pressen. 2. utg. Oslo: InfoFokus  
Vinje, Finn-Erik. 2004. Skriveregler. 8. utg. Oslo: Aschehoug  
Østlyngen, T og T. Øvrebø. 1999. Journalistikk: metode og fag. 2. utg. Oslo: Gyldendal akademisk.. Kap 4, Nyhetsjakt og idéarbeid  
Kap. 7, Bruk av skriftlige kilder  
Kap 8, Intervjuet som metode  
Kap 10, Formidling: Å skrive journalistikk

### Recommended literature

#### Books:

Stewart, Sally. 2004. Media training 101 : a guide to meeting the press. Hoboken, N.J. : Wiley

### Course outline

- The retail sector and the media
- Visibility - Credibility – Communication
- Reputation and reputation risks
- Media contact as a strategic tool
- To choose the right strategy
- Communication channels
- What is news, how is news made?
- News criteria
- Crisis management and the media
- The retail sectors and ethics
- To be interviewed
- How to communicate your messages
- How to win the battle of credibility

**Computer-based tools****Course structure**

36 hours of classroom teaching and practical exercises.

**Evaluation**

A four- hour individual written exam.

**Evaluation code(s)**

NVH 26011 – Written exam, counts 100% to obtain a grade in the course NVH 2601 Media strategy for retail sector, 6 ECTS credits.

**Aids at the examination**

None.

**Makeup exam**

Will be possible at the next scheduled course.