



APPLIES TO ACADEMIC YEAR 2008/2009

NVH 2601 Media strategy for retail sector

Program

Bachelor in Retail Management (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

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, Anders W. 1998. Bruk pressen. 2. utg. Oslo: InfoFokus. Kapitlene 1,3,4,6,7, 12, 13 og 17

Kristensen, Aina Lemoen Lunde, Øystein Bonvik og Anders Cappelen. 2007. God PR : norsk markeds-PR i praksis. Oslo : Kommunikasjonsforlaget.no

Recommended literature

Books:

Apeland, Nils M. 2007. Det gode selskap: omdømmebygging i praksis. Høvik: Hippocampus

Harr, Erik. 2006. Medielobbyisme: kunsten å sette en dagsorden. København: Børsen. 170

Vinje, Finn-Erik. 2004. Skriveregler. 8. utg. Oslo: Aschehoug

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.