



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 2531 Marketing Communication

Programme

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)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

To be decided

Introduction

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 communicationload 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, mediastrategy, messagestrategy, and integrate different channels of communication to ensure that the target groups receive a coherent, clear and effective message.

Prerequisites

MRK 2780 Consumer Behavior or equivalent, MRK 2714 Marketing or equivalent.

Compulsory reading

Books:

Percy, Larry and Richard Elliot. 2009. Strategic advertising management. 3rd ed. Oxford: Oxford University Press. 430 sider

Other:

Artikler publisert på blackboard
Cases som brukes i undervisning

Recommended reading

Books:

Belch, George E. and Michael A. Belch. 2007. Advertising and promotion : An integrated marketing communication perspective. 7th ed (int. ed). Boston, Mass. : McGraw-Hill
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 casediscussion 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.

Examination

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

Exam code(s)

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

Examination support materials

All aids are allowed.

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be taught for the last time fall 2009. Re-sit exam will be offered every term from autumn 2010 even spring 2012.

Additional information