



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 3405 Communication Management

Programme

Bachelor in Market Communication (1. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Clow, Kenneth E. & Donald Baack. 2009. Integrated Advertising, promotion and marketing communication. 4th ed. Upper Saddle River, N.J. : Prentice Hall. Utvalgte kapitler
Dan O'Hair and Gustav W. Friedrich and Lynda D. Dixon. 2008. Strategic communication in Business and Professions. Pearson
Kitchen, Phillip J.. 2008. Integrated marketing communication. a primer. Routledge. hele boken

Recommended reading

Books:

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

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Exam code(s)

Examination support materials

Re-sit examination

Additional information