



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 3510 Marketing Communication

Programme

Bachelor in Marketing (2. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This course focuses on the development and management of marketing communication. Topics will include advertising, sales promotion, public relations, the new media, and other elements of the communications mix. The course underscores that marketing communication is an activity with financial goals. Consequently, particular emphasis is placed on the importance of the planning process, measurement of results, integration of the various communication elements, and the theoretical basis for the communication efforts.

Learning outcome

Acquired knowledge

Students should know the relevant models and theories underlying standard marketing communication that describe how consumers receive, process, and respond to communication. Students should also know the planning process and how important this process is in a business context.

Acquired Skills

Be able to analytically consider a company's marketing communication including applying the planning process and relevant theories simultaneously in order to make high-quality tradeoffs.

Be able to describe and explain the basic theories and models within integrated marketing communications.

Be able to apply major theories and models to marketing communications problems discussed in cases, assignments, and written exams.

R e f l e c t i o n

Understand that the models, theories, and logic presented in the course are based on certain perspectives that are relevant in a business context and that other perspectives can be equally relevant, given other contexts.

Understand some ethical considerations that concerns marketing communication

Prerequisites

MRK 2914 Marketing or similar courses. MRK2980 Consumer behavior is recommended.

Compulsory reading

Books:

Pelsmacker, Patrick de, Maggie Geuens, Joeri Van den Bergh. 2010. Marketing communications : a European perspective. 4th ed.. Harlow : Financial Times/Prentice Hall

Recommended reading

Books:

Schultz, Don E., Heidi Schultz. 2004. IMC, the next generation : five steps for delivering value and measuring returns using marketing communication. New York : McGraw-Hill

Course outline

1. Integrated marketing communication
2. Goals, target groups, planning and budgets
3. Psychological mechanisms
4. The elements of the communication mix

Computer-based tools

Learning process and workload

The course is a combination of lectures and various types of assignments. "Discussion of assignments and feedback in class" (see table) includes assignments and/or student presentations. Feedback can be given electronically and/or in class.

Activity	Use of hours
Lectures	30
Discussion of assignments and feedback in class	12
Preparation for lectures /reading	30
Work on assignments	70
Self-study, groups-work	56
Exam	2
Total recommended workload	200

Assignments

During the semester 4 assignments will be posted and students are required to complete 3 of these 4 within co-posted deadlines to qualify for the exams (term paper and written exam). The exam will partly be related to the assignments.

Use of hours

Coursework requirements

Students are required to complete 3 of 4 assignments to qualify for the exams (term paper and written exam). See "assignments" under "Learning process and workload".

Examination

Final grade in the course will depend on:

- One term paper, which can be worked on by maximum 3 students in the group. This term paper counts 70 % of the grade. The term paper will be posted at the beginning of semester.
- One two-hour individual written exam. This exam counts 30 % of the grade.

Examination code(s)

- MRK 35101 – Term paper counts 70 % of the grade in the course MRK3510, 7,5 credits.
- MRK 35102 – Exam counts 30 % of the grade in the course MRK3510, 7,5 credits.

Examination support materials

All support material allowed for the term paper. No cooperation between groups. No support materials allowed for the written exam.

Re-sit examination

A re-sit examination is held every semester.

Students who are not passing the coursework requirements (assignments) are not qualified for the examination. The entire course must therefore be retaken at next scheduled course.

Additional information