



APPLIES TO ACADEMIC YEAR 2010/2011

NVH 2601 Media strategy for retail sector

Programme

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

Introduction

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 reading

Books:

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. København : Børsen. 170. (Denne boken kan kun skaffes fra en Akademika bokhandel, eller på www.akademika.no)
Kristensen, Aina L.L., Øystein Bonvik, Anders Cappelen. 2007. God PR : norsk markeds-PR i praksis. Oslo : Kommunikasjonsforlaget

Recommended reading

Books:

Apeland, Nils M. 2007. Det gode selskap : omdømmebygging i praksis. Høvik : Hippocampus
Vinje, Finn-Erik. 2009. Skriveregler. 9. utg. Oslo : Aschehoug
Øystein Bonvik og Peggy Simic Brønn. 2010. Virksomhetens Stemme. 1. utgave. Gyldendal Akademiske forlag

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.

Examination

A four- hour individual written exam.

Examination 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.

Examination support materials

None.

Re-sit examination

Re-sit exam will be offered every term from autumn 2011 even spring 2013.

Additional information

This course will be lectured for the last time spring 2011.