



APPLIES TO ACADEMIC YEAR 2011/2012

MRK 3562 Integrated Market Communication

Programme

Bachelor in Market Communication (2. year)

Responsible for the course

Gerhard E Schjelderup

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

In this course, the student will develop in-depth knowledge of theories and models in order to develop knowledge and skills primarily related to how marketing communications works (and don't work), how communication effects can be measured, and persuasion activities can be planned.

Learning outcome

Acquired knowledge:

On completion of the course, the student shall have acquired knowledge enabling him/her to discuss and explain constructs, models and important tools that are used by a company or agency in their work on integrated marketing communication. This implies knowledge within the following key areas:

- Have detailed knowledge about the planning process, the target group(s), characteristics of the product/service category, positioning of the brand in the consumers' minds, choice of message and design, and choice of suitable communication channels for successful integrated marketing communication
- Have top competence in the field of communication and how it can be made use of in marketing communication.
- Understand which psychological factors drive consumer perception, including knowledge about how the brain is made up, and how different stimuli created by the message are processed.
- Know which measures derived from the type of communication objectives the company has with respect to the target group(s) are needed, including the ability to distinguish between objectives related to awareness, knowledge, attitude, intention and behaviour.
- Knowledge of and the ability to compare different methods to measure and assess the effect(s) of communication efforts in relation to the goals of that communication.

Acquired skills:

On completion of the course, the student shall be able to apply acquired knowledge when designing campaigns based on an integrated marketing communication plan. This implies abilities related to:

- The collection and analysis of relevant information enabling the student to develop a credible and feasible marketing communication plan, including the ability to demonstrate practical skills related to:
- Analysis and choice of target group(s),
 - Choice of target groups based on different approaches to segmentation.
 - Development of customer profiles within these target groups
- Category skills:
 - Understand the drivers of behaviour in different categories, where for example differences in dynamics between low and high involvement categories are essential knowledge.
 - Development of communication principles for message choices and how they should be presented to the target groups.
- Communication channels:
 - Choice of suitable integrated solutions based on a cost/benefit evaluation
- Methods for assessment of effects:
 - Be able to design a measurement instrument to investigate and document effects of communication efforts

Developed reflection

On completion of the course, the student shall have developed a high standard of reflection regarding relations between means and ends in marketing communication. The student should also acknowledge that ethical and moral awareness in marketing communication gives the company long-term benefits.

Prerequisites

MRK 3405 Kommunikasjonsatferd, MRK 2914 Markedsføring, MRK 2980 Forbrukeratferd or similar courses

Compulsory reading**Books:**

Percy, Larry, Richard Elliott. 2009. Strategic advertising management. 3rd ed. Oxford University Press. 424 sider

Recommended reading**Course outline**

Overview of advertising and general communication

Prerequisites for effective marketing communication

The strategic communication planning process

- Choice of target groups
- The target group's decision process
- Positioning
- Development of a communication strategy
- Development of a media strategy and choice of channel

Challenges for designing messages:

- Message processing
- Creative tactics
- Creative solutions

Integration of messages across different channels

Methods and techniques for assessment of effects

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The learning outcomes are to be reached through a combination of lectures, and work in small groups on mandatory assignments. The assignment write-ups will form the basis for subsequent discussions in class. Feedback on assignment-write-ups is given during classes.

Activity	Hours
Participation in lectures	33
Preparation for lectures	60
Work on assignments and other group work	67
Take-home examination	40
Total recommended use of hours	200

Use of hours**Coursework requirements**

Three assignments will be handed out at the beginning of the course. These are to be solved individually or in groups of maximum 3 students, and must be handed in at assigned dates/time. Two of three assignments must be passed in order to sit for the final examination.

Examination

One-week take-home examination after end of classes, accounts for 100% of the grade, to be solved in groups of maximum 3 students.

Examination code(s)

MRK 35621 Take-home-examination which accounts for 100 % of the grade in MRK 3562, 7,5 ECTS credits.

Examination support materials

All support materials.

Re-sit examination

A re-sit examination is held every semester.

Additional information

The course lectures are given in the 3 x 45 minutes format

