



APPLIES TO ACADEMIC YEAR 2012/2013

## EXC 3621 Market Communication

### Programme

Bachelor in Business Administration (BBA) (3. year)

### Responsible for the course

Even Johan Lanseng

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### 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

On completion of the course

- 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

On completion of the course student should

- Be able to analytically consider a company's marketing communication including how to apply the planning process and relevant theories simultaneously in order to make high-quality trade-offs.
- 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 communication problems discussed in cases, assignments, and written exams.

#### Reflection

On completion of the course student should

- 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 concern marketing communication

### Prerequisites

EXC 3414 Marketing Management or similar courses. EXC 2112 Consumer behaviour is recommended.

### Compulsory reading

#### Books:

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

### Recommended reading

#### Books:

Schultz, Don E., Heidi Schultz. IMC, the next generation : five steps for delivering value and

measuring returns using marketing communication. 2004. 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

No specified computer-based tools are required.

### 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.

#### Coursework requirements

During the semester 5 assignments will be posted and students are required to complete 3 of these 5 within co-posted deadlines to qualify for the examinations (term paper and written exam). The examination will partly be related to the assignments.

Activity	Use of hours
Lectures	30
Discussion of assignments, term paper and feedback in class	10
Preparation for lectures/reading	30
Work on assignments	70
Self-study, group work	58
Examination	2
<b>Total recommended workload</b>	<b>200</b>

### Use of hours

30 timer - Forelesninger i klasserom

10 timer - Oppgavegjennomgang og tilbakemeldinger i plenum

5 timer - Ansvarlig for gjennomføring og kontroll av arbeidskravene + henvendelser fra studentene vedr. dette (utføres sentralt av kursansvarlig)

45 timer totalt

### Coursework requirements

Students are required to complete 3 of 5 assignments to qualify for the examinations (term paper and written exam). See "assignments" under "Learning process and workload".

### Examination

The final grade in the course will depend on:

One term paper, which can be completed individually or in groups of up to maximum 3 students. This term paper counts 70 % towards the grade. The term paper will be posted at the beginning of semester.

One two-hour individual written examination. This exam counts 30 % towards the grade.

### Examination code(s)

EXC 36211 - Term paper counts 70 % towards the grade in the course EXC 3621 Market Communication, 7,5 credits.

EXC 36212 - Exam counts 30 % towards the grade in the course EXC 3621 Market Communication, 7,5 credits.

### Examination support materials

All support material allowed for the term paper. No cooperation between groups is permitted. No support materials allowed for the written exam except for a bilingual dictionary.

### Re-sit examination

A re-sit examination is held every semester.

Students who have not passed the coursework requirements (assignments) are not qualified for the examination. The entire course must therefore be retaken in connection with next scheduled course.

## **Additional information**