



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 2600 Marketing Communication Campaigns - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Cecilie Staude

Department

Department of Marketing

Term

According to study plan

ECTS Credits

9

Language of instruction

Norwegian

Introduction

This course takes an integrated approach to establish and maintain a company or a brands position and sales in a market. The students will develop a comprehensive integrated marketing communications campaign for a client and make a formal oral and written presentation to be presented at BI.

Objective

To acquaint students with the practicalities of researching, adapting, implementing and evaluating an integrated communications campaign.

Prerequisites

Completed 2nd year Marketing Communication Program.

Compulsory reading

Books:

Kitchen, Phillip J. 2004. Integrated marketing communications : a primer. London : Routledge. 208

Other:

Samling av artikler som vil bli navngitt på blackboard

Recommended reading

Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2004. Metode og dataanalyse : med fokus på beslutninger i bedrifter. Kristiansand : Høyskoleforlaget
Schiffman, Leon G., Leslie Lazar Kanuk and Håvard Hansen. 2008. Consumer behaviour : a European outlook. European ed. Harlow : Prentice Hall Financial Times
Smith, Ronald D. 2009. Strategic planning for public relations. 3rd ed. New York : Routledge. 400

Course outline

- Introduction to Campaign planning
- Formative Research
- Situation analysis
- Establish goals and objectives
- Formulation strategies
- Targets
- Messages
- Channels and implementation strategy
- Budget
- Implementing the plan
- Evaluation and effect measurement
- Writing a proposal

Presentation

Computer-based tools

Students must have knowledge of Microsoft Office Programs, Word, Excel and Power Point. They must also be able to use the internet for research purposes.

Course structure

The course is based on 54 hours of lecturing and group work. The lecturers will be in the role of supervisor for the student groups, based on 3-4 students.

Examination

Term paper, written individually, or in groups of 2-3 students.

Examination code(s)

MRK 26002 – Term paper which account 100 % of the grade in MRK 2600 Marketing Communication Campaign, 9 credits.

Examination support materials

All support materials allowed.

Re-sit examination

This course was lectured for the last time spring 2011. Re-sit examination will be offered every term even spring 2013.

Additional information