



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 2601 Creating Advertising - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Even Johan Lanseng

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Objective

Prerequisites

Compulsory reading

Books:

Selfors, Stein Erik ... [et al.]. 2004. Annonser : en bok om reklamefaget og verdens mest benyttede reklameform. Oslo : Abstrakt forlag. 320 sider. Kapittel 7 utgår.

Collection of articles:

Stein Erik Selfors. 2008. Artikkelsamling: Reklameutforming. Oslo: Handelshøyskolen BI. 5 artikler.

1. Kover og Goldberg, "Creativity vs. effectiveness? An integrating classification for advertising.", *Journal of Advertising Research*, 1995
2. Kover, "Why copywriters don't like advertising research." *Journal of Advertising Research*, 1996
3. McCracken, "Advertising: Meaning or information?", *Advances in Consumer Research*, 1986
4. Smith og Yang, "Toward a general theory in advertising.", *Marketing Theory*, 2004
5. Phillips og McQuarrie, "Beyond visual metaphor.", *Marketing Theory*, 2004

Recommended reading

Course outline

Computer-based tools

Course structure

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information