



APPLIES TO ACADEMIC YEAR 2012/2013

## MRK 2603 Media strategy - 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

More than half of an advertising budget is allocated to media coverage - some times as much as 8+%. *Media strategy* focuses on strategic planning for available media channels. The course also aims to enhance students' comprehension of the spectrum of channels

### Objective

The course objective is to enhance students' knowledge of media channels as vehicles for corporate market communication. The course gives a strategic, holistic view of the media market, as well as an in-depth look at the various channels for advertising and communication, qualitatively as well as quantitatively. Another focal point is on the ever-changing media markets and how this influences advertisers' strategic and tactic planning.

### Prerequisites

Students must have basic knowledge of MRK 9710 Media and communication, MRK 2531 Market communication, or similar.

### Compulsory reading

#### Books:

Belch, George E. and Michael A. Belch. 2009. Advertising and promotion : an integrated marketing communications perspective. 8th ed. Boston, Mass. : McGraw-Hill/Irwin. 6, 10-13, 15.

Nyeng, Frode. 2002. Etikk og økonomi : en innføring. Oslo : Abstrakt forlag. Kapittel 4: Markedet som sosial praksis

Ottesen, Otto. 2005. Strategisk ledelse av virksomhetens markedskommunikasjon : et helhetssyn for økt lønnsomhet. København : Handelshøjskolens forlag ; Oslo :

Universitetsforlaget. Kapittel 13: Utvikling av mediestrategien: Oppgave, medier og medieegenskaper

#### Articles:

Carlin, Ira. 2005. A Vision of Media Planning in 2010. Journal of advertising research. Volume 45, issue 1. 2-4

Koi, Hanjun. 2005. Internet uses and gratifications. Journal of advertising. Volume 34, issue 2. 57-70

McQuarrie, Edward F. 2005. Indirect persuasion in advertising. Journal of advertising. Volume 34, issue 2. 7-20

Plummer, Joseph T. 2005. Why look into Media Planning. Journal of advertising research. Volume 45, issue 1

Putrevu, Sanjay. 2004. Communicating with the sexes. Journal of advertising. Volume 33, issue 3. 51-62

Tauder, Arthur R. 2005. Getting ready for the next generation of marketing communication. Journal of advertising research. Volume 45, issue 1. 5-8

Vernette, Éric. 2004. Targeting Women's Clothing Fashion. Opinion Leaders in Media Planning: An Application for Magazines.. Journal of advertising research. Volume 44, issue 1.

90-107

(Alle artiklene kan lastes ned fra bibliotekets elektroniske tidsskriftssamling)

### **Recommended reading**

#### **Books:**

Blindheim, Trond, Gorm Kunøe og Beathe Stangeland. 2001. Utendørsreklame. Oslo : ScanForum

Helgesen, Thorolf og Terje Gaustad. 2002. Medieøkonomi : strategier, markedsføring, medierettigheter. Nesbyen : Stølen

Aalberg, Toril og Eiri Elvestad. 2005. Mediesosiologi. Oslo : Samlaget

#### **Course outline**

- Budgets and media channels
- Media planning and strategy
- Television as advertising channel
- Radio as advertising channel
- Printpress as advertising channel
- Magazines as advertising channel
- Alternate channels: boards, cinema, outdoor advertising
- Interactive media

#### **Computer-based tools**

PC with word program

#### **Course structure**

Lecture 36 hours. First half of the course will focus on the theoretical aspects of the syllabus. During the second half, students will meet practitioners, mainly media bureau professionals.

#### **Examination**

The students have to write a two-week term paper in groups of up to three students.

#### **Examination code(s)**

MRK 26031 Termpaper which accounts for 100% of the final grade in the course MRK 2603 Media strategy, 6 ECTS credits.

#### **Examination support materials**

All written aids are allowed.

#### **Re-sit examination**

This course was lectured for the last time autumn 2010. Re-sit exam will be offered every term even spring 2013.

#### **Additional information**