



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 3405 Communication behavior

Programme

Bachelor in Market Communication (1. year)

Responsible for the course

Morten William Knudsen, Morten Erichsen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

We often see that communication plays an important role for growth and success in organizations and companies. Even more often we see that the way companies communicate influence our opinion about companies, services and products in the market.

Learning outcome

Acquired knowledge

- Be aware of methods for identifying and analysing communication possibilities and threats.
- Have knowledge about the main principles for effective and integrated marketing communication
- Understand the new media situation and be aware that the new media landscape implies new possibilities as well as threats for all kinds of companies
- Have insight in methods and tools for using Marketing-PR
- Understand the importance of communication with respect to ethical questions as well as the importance of corporate social responsibility

Acquired skills

- Be able to collect and analyse information about stakeholders
- Be able to take part in integrated marketing communication processes
- Demonstrate innovation through the combination of communication channels
- Be able to develop effective Marketing PR-projects
- See connections between ethics, corporate social responsibility and branding, identity, position and growth

Reflections

After the course the students should be able to ask critical questions and reflect over the magnitude and importance of communication for building trust, and credibility in relation to the environment.

Prerequisites

None

Compulsory reading

Books:

Riel, Cees B. M. van Formbrun, Charles and Charles J. Formbrun. 2007. Essentials of corporate communication : implementing practices for effective reputation management. Routledge

Collection of articles:

Erichsen, Morten & Knudsen, Morten William. 2012. Artikkelsamling til MRK 3405 Kommunikasjonsatferd. Handelshøyskolen BI

Recommended reading

Books:

Apeland, Nils M. 2010. Det gode selskap : omdømmebygging i praksis. 2. utg. Hippocampus

Course outline

- Communication in a marketing perspective
- Corporate branding
- Stakeholder analysis
- Agencies within the media - roles and ensemble
- Principles of integrated marketing communication
- Media channels and media mix
- The news media – roles and influence
- Communication, ethics and corporate social responsibility

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course is based on process teaching for 45 hours. There will be individual assignments, group projects and oral presentations as well as individual and collective guidance. The course is practical/theoretical due to the fact that the students follow a real company throughout the whole course and are going to solve real communication and reputation problems for the company. The students have to accomplish five assignments during the course. All the assignments need to be placed in a student portfolio.

The different assignments will be evaluated throughout the course, but will not be graded.

Activity	Hours
Lectures (participation in class) I	30
Lectures (participation in class) II	6
Preparation for lectures/reading literature	84
Case work	80
Total recommended use of hours	200

Feedback on assignments:

In each session the students will be told what kind of assignments that have to be completed for the next session. The teacher will evaluate some of these in class, and the students will also evaluate each other's products. The students can continue working with their assignments throughout the semester. At the end of the semester, the students have to choose four out of five assignments that will count for 100 percent of the grade in the course. Self-reflections are required, and need to be handed in at the end of the course.

Use of hours**Examination**

The grade in the course is based on four out of five assignments as well as a reflection document. Se details under "learning process and work load" for additional information.

Examination code(s)

MRK 34051 – Portfolio accounts for 100 % of the grade in the course MRK 3405 Communication Behaviour, 7,5 credits.

Examination support materials

All support materials are allowed..

Re-sit examination

A re-sit examination is held in connection with the next scheduled exam in the course.

Additional information