



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 3510 Marketing Communication

Programme

Bachelor in Marketing (2. year)

Responsible for the course

Even Johan Lanseng

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

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

After completing the course the student should know the relevant models and theories that describes and explains how marketing communications are received, processed, and responded to by the consumers. Students will also be able to set goals, plan and budget for marketing communications activities and understand how important these activities are in a business context.

Acquired Skills

After completing the course the student should be able to:

- Analytically evaluate a company's marketing communications including the utilization of knowledge about planning and relevant models and theories simultaneously so that the judgments and decisions made are of high quality.
- Describe and explain the theories and models within integrated marketing communications.
- Apply the theories and models of marketing communication problems in the case, work requirements, term paper and written exam.

Reflection

After completing the course the student should be able to:

- Understand that the models, theories and logics as they are presented in the course is based on selected perspectives on marketing communication that is relevant in a business context, and that other perspectives may be equally relevant in other contexts.
- Understand the ethical considerations related to marketing communications.

Prerequisites

MRK 3414 Marketing Management, MRK 2914 Marketing or similar courses. Consumer behavior 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. 2004. IMC, the next generation : five steps for delivering value and measuring returns using marketing communication. 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

Learning process and workload

The course will consist of a combination of lectures and various forms of exercises. Under the Activity "Task Review, guidance and feedback in plenary" there may be various forms of review of work requirements, and presentations from the students. Feedback will be provided electronically or in lectures.

Coursework Requirements

The course will be 5 mandatory assignments to be submitted for specific deadlines throughout the semester.

It is required that a minimum of 3 of the 5 assignments are approved to have the opportunity to sit the exams (project and written examination). The exam will be partially based on work requirements.

Activity	Use of hours
Lectures	30
Task Review, guidance and feedback in plenary	10
Preparation for lectures /reading	30
Work on assignments	70
Self-study, group work	58
Examination	2
Total recommended workload	200

Use of hours

Coursework requirements

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

Examination

The final grade in the course will depend on:

One term paper, which can be solved individually or in groups of up to maximum 3 students in a group. 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)

MRK 35101 – Term paper counts 70 % towards the grade in the course MRK3510, 7,5 credits.

MRK 35102 – Examination counts 30 % towards the grade in the course MRK3510, 7,5 credits.

Examination support materials

All support materials are allowed for the term paper. No cooperation must take place between groups.

No support materials allowed for the written exam.

Re-sit examination

A re-sit examination is held every semester.

Students who do not pass the coursework requirements (assignments) are not qualified for the examination. The entire course must therefore be retaken at next scheduled course.

Additional information