



APPLIES TO ACADEMIC YEAR 2012/2013

## **MRK 3676 Creative strategy and media planning**

### **Programme**

Bachelor in Market Communication (3. year)

### **Responsible for the course**

Mona K Solvoll

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

### **Prerequisites**

### **Compulsory reading**

#### **Books:**

Larsen, Svein og Mona K. Solvoll. 2012. Medieplanlegging. Fagbokforlaget

#### **Other:**

I tillegg til litteraturen vil det brukt aktuelle artikler / bokkapitler. Formidles via It's Learning. (ca 100 sider)

### **Recommended reading**

#### **Books:**

Altstiel, Tom, Jean Grow. 2010. Advertising creative : strategy, copy and design. 2nd ed. Sage Publications. 368 sider

Sissors, Jack Z. and Roger B. Baron. 2010. Advertising media planning. 7th ed. McGraw-Hill. 496

### **Course outline**

### **Computer-based tools**

### **Learning process and workload**

### **Use of hours**

### **Examination**

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

**Examination support materials**

**Re-sit examination**

**Additional information**