



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 3682 Campaign Development

Programme

Bachelor in Market Communication (3. year)

Responsible for the course

Elisabeth Falck

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Kitchen, Phillip J., Patrick De Pelsmacker. 2004. Integrated marketing communications : a primer. Routledge. 208 sider

Other:

Samling av artikler som vil bli navngitt på lts learning

Recommended reading

Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP. 2. utg. Høyskoleforlaget

Schiffman, Leon G., Leslie Lazar Kanuk and Håvard Hansen. 2012. Consumer behaviour : a European outlook. 2nd ed. Financial Times Prentice Hall

Smith, Ronald D. 2009. Strategic planning for public relations. 3rd ed. Routledge

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information