



APPLIES TO ACADEMIC YEAR 2013/2014

MRK 3433 Marketing Communication 3.0

Programme

Bachelor of Marketing (1. year)

Responsible for the course

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Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Communication is the core of most organizations. With a media landscape that is changing enterprises are facing new challenges in their efforts to reach new target groups and build relations with them. The traditional way of thinking market communication is now being challenged by new channels that provide more people with better opportunities for participating and expressing themselves. Thus, it is more important than ever that those who are planning the market communication of both today and tomorrow have an overall understanding of what form of communication will secure good interaction between the marketing and communication activities.

Learning outcome

The students are to acquire an understanding of the fact that in a new media landscape it will be more important to work towards an overall conception of the marketing communication of an enterprise. This is a matter of integration and parallelism that will secure good interaction between the activities related to marketing and to communication, be it the organization-driven brand and reputation building, the paid marketing activities or unpaid activities of this type where the users increasingly are becoming the suppliers of conditions for the content.

Acquired knowledge

- Establishing knowledge of a new and fragmented media landscape where the customer has more power will imply new requirements regarding integrated communication and marketing processes.
- Understanding the interaction between digital/social media and traditional media in order to adapt the characteristics of the relevant channel to the communication tasks of the enterprise.
- Familiarity with the planning process for communication campaigns.

Acquired skills

- Be able to describe and apply relevant communication models and theories to achieve attention in a market where the customer is overloaded with information.
- Be able to analyse the distinctive features and characteristics of the different media platforms with a view to creating unique activities for the specific channels that at the same time secure good interaction between the marketing and communication activities.
- Be able to contribute to the planning, implementation and measuring of general and integrated market communication processes.

Reflection

The students are to develop an ability to see ethical dilemmas, assess the consequences and focus on honesty and ethically responsible choices when planning and implementing marketing communication measures.

Prerequisites

No particular prerequisite knowledge is required.

Compulsory reading

Books:

Fill, Chris. 2011. Essentials of marketing communication. Prentice Hall
 Staude, Cecilie og Svein Tore Marthinsen. 2013. Sosial kommunikasjon : personlig - samtale - verdi. Kommuneforlaget

Recommended reading

Books:

Barker, Melissa [et al.]. 2013. Social media marketing : a strategic approach. South-Western / Cengage Learning

Course outline

- Marketing communication 3.0; a media landscape in change
- Social media versus traditional media, changed power structures, new challenges
- Social communication
 - Social
 - Conversation
 - Value
- Communication strategy, message development and marketing planning
 - What do we want to achieve?
 - Whom are we to reach?
 - With what message?
 - Through which channels?
- The traditional toolbox of the market communicator
 - The channels: distinctive features and characteristics
- The social toolbox of the market communicator
 - The channels: common features, distinctive character, distinctive features
- Measurement of effect and return on investment (ROI)

Computer-based tools

In general, the course presupposes the use of the learning platform "It's learning" and the Internet.

Learning process and workload

The course consists of classroom teaching, group work and work on cases and assignments. The Facebook page for the course will be used as a pedagogical learning arena throughout the semester.

Use of time:

Activity	Hours
Class participation	40
Preparations for lectures/self-study	100
Cases/student	60

involvement on Facebook	
Recommended total use of time	200

Use of hours

Examination

A 72-hour home examination to be taken individually or in groups of up to three (3) students that counts 100% towards the grade. The answer paper, in which BI's model for citation techniques must be adhered to, must constitute a maximum of 20 pages (exclusive of self-assessment, front cover, table of contents, source references and any appendices).

Examination code(s)

MRK 34331 – Home examination that counts 100% towards the grade for the course MRK 3433 Marketing Communication 3.0, 7.5 credits.

Examination support materials

All examination support materials are allowed.

Re-sit examination

A re-sit examination is offered in connection with the next ordinary course.

Additional information