



APPLIES TO ACADEMIC YEAR 2013/2014

## MRK 3676 Creative strategy and media planning

### Programme

Bachelor of 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

The choice of target groups, message, coverage and media channels are essential as strategic tools in a market communication plan. In addition to brand knowledge and consumer insights, this course is based on media and communication theory. Some key questions are: when, where and how can you reach your target groups most efficient with your advertising messages and which media channels are most relevant, both regarding the target groups' media habits and your communication goals? An important part of the course is the choice of creative design.

### Learning outcome

There are two goals in the course in order to establish a critical and solid understanding of media planning. First: the students will during the course be able to make decisions about creative strategies for advertisement. Secondly: the students will develop an understanding for which media channels are the best suited in order to communicate the advertisement efficiently.

#### Acquired Knowledge

After the course, students will be familiar with basic principles in various communication theories in order to describe and explain relations between influence, creative strategies and contexts.

The students will be able to identify and describe the various media channels, their qualitative and quantitative characteristics as carriers of advertisements.

#### Acquired skills

The students will be able to use theory about influence, communication and creativity in order to rate advertisements. They will be able to define concrete communication goals, set target groups and media channels in their development of a media strategy. While developing a media strategy, the students must be able to

gather information about the target groups' media habits from various data bases (such as TNS Gallup and SSB).

#### **Reflection**

Throughout the course, the students will practice in reflecting and discussing the use of commercial influence. They will practice in behavior accordingly to norms of the society, the laws, guide lines, particular relevant for strategically, market and ethical problems.

#### **Prerequisites**

The students must have passed the second year in Bachelor in marked communication, or similar.

#### **Compulsory reading**

##### **Books:**

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

##### **Other:**

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

#### **Recommended reading**

##### **Books:**

Bonvik, Øystein. 2012. Få som fortjent : troverdig oppmerksomhet i kanaler du ikke kontrollerer. Fagbokforlaget. 262. Boken henspiller på de nye "merkelappene" fortjent, kjøpt og egne mediekkanaler  
Wilson, Laurie J., Joseph D. Ogden. 2008. Strategic communications planning for effective public relations campaigns. 5th ed. Kendall/ Hunt Publishing. Spesielt kap. 1, 2 og 4 er relevant

#### **Course outline**

- Media planning in a integrated marked communication perspective
- Media habits: statistics on audience, content and use (TNS Gallup, Norsk mediebarometer, Synovates medieindeks)
- The choice of target groups, size, value, probability for converting and costs
- Goals and effects, advertisement goals, communication goals, consumer behavioral goals
- Communication idea: consistency and interaction between messages in different media channels
- Choice of message and creative strategy: description and analysis of communication messages
- Media choice: development of a media strategy
- Qualitative and quantitative characteristics of media channels
- Budgeting and evaluation of media campaigns

#### **Computer-based tools**

The students should be able to use Gallup PC and IPSOS MMI for the exam

#### **Learning process and workload**

The course will consist of a combination of lectures and group assignments

<b>Activity</b>	<b>Hours</b>
Participation in classes	30
Group work in classes	15
Preparation for classes	60
Course work	30
Preparation for presentation	5
Examination	60

<b>Total recommended use of hours</b>	<b>200</b>

**Use of hours**

Lecturing and student presentations (classroom): 30  
Practical assignments, tutoring (local process) 15  
In total: 45 hours

**Coursework requirements**

A written hand-in with class presentation: 5-6 written analysis of an advertisement. The analysis must include the use of at least five sources (including one book, one newspaper article, and two journal articles). In addition to the written hand-in, the students must prepare a 7-9 minutes power point presentation of the analysis, to be presented for the class. The coursework requirement must be approved in order for the students to sit for the final exam.

The hand-ins and the presentation can be solved in groups of maximum 3 students.

**Examination**

Two weeks- take home exam. The exam can be solved in groups of maximum 3 students, accounts for 100 % of the grade. The Coursework requirement must be approved in order for the students to sit in.

**Examination code(s)**

MRK 36761 - Two weeks- take home exam, counts for 100 % towards the final grad in MRK 3676 Creative strategy and media planning, 7,5 points.

**Examination support materials**

All support materials are permitted.

**Re-sit examination**

A re-sit will be possible every semester. If the Coursework requirement has not been approved, the students must take the entire course once more. If the coursework requirement has been approved, but the exam failed, the students must re-sit examination.

**Additional information**