



APPLIES TO ACADEMIC YEAR 2013/2014

MRK 3690 Bachelor thesis in Marketing Communication

Programme

Bachelor of Market Communication (3. year)

Responsible for the course

Elisabeth Falck

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

Bachelor thesis is a mandatory part of the course Bachelor in marketing communications. The thesis is written in groups of from one to three students, who work on the task.

Learning outcome

The overall objective of the Bachelor thesis in marketing communications is for students to get certified their knowledge, skills and attitudes related to work with a marketing communications campaign. Students will acquire an understanding of how to plan and develop the campaign, total marketing communications campaigns. For bachelor thesis, students will choose a single topic for specialization, these courses may be target mapping, budskapsanalyse, media strategy to name a few. "

Knowledge:

The students are expected to account for both concepts and relationships, as well as theories and models that are important in marketing communications. Students will demonstrate that this knowledge is applied in the bachelor thesis.

Efforts bachelor thesis the students to plan and carry out an independent study commissioned within a specified period. The results will be delivered in the form of a thesis to fulfill the academic requirements for form and content. Students will build Bachelor thesis on the knowledge from the course Campaign Development. The aim is to develop students' knowledge, skills and attitudes to the development of integrated communications campaigns. Thereby developing the skills that are necessary to ensure the quality of research work and consulting

in the subject communication.

Skills:

It is expected that students, besides being able to explain the concepts and theories must also show that they can apply the knowledge they acquired in the course Campaign Development. A significant part of the work of Bachelor thesis is to demonstrate skills such as cooperation with others and communication with groups other than students.

Reflection:

Throughout the paper, students will demonstrate reflection and ethical awareness. Students will be able to discuss perspectives in the art market communication, and illustrate alternative perspectives.

Prerequisites

Students must have a thorough knowledge of their specialized area of marketing communication. They must also have basic knowledge in social science research methods, and undergone training in the computer program JMP.

Compulsory reading

Books:

Saunders, Mark N.K., Philip Lewis, Adrian Thornhill. 2012. Research methods for business students. 6th ed. Pearson

Recommended reading

Course outline

Students are responsible for finding topic or problem area that is appropriate for their thesis. But as pointed out in the section on learning, the bacheloroppgavens specialty natural hearing into the issues related to the development of marketing communications battle recognized in a broad sense.

Computer-based tools

It will be offered training in literature at the library.

Learning process and workload

Students are expected to accept personal responsibility for the work of the bachelor thesis. Therefore, subject to supervision and seminars, students will work in advance as a basis for discussion and guidance.

Students must fill out a registration form where the theme stated. Then the students are assigned supervisor. The course is conducted over one semester and includes seminars and tutorials. [Guidelines for writing Bachelor thesis are to be found on the web-site @BI.](#)

Tuition includes four seminars. For each seminar, students normally prepare and present, and / or deliver the material in advance.

Seminar instruction is mandatory. Students who have not participated in the seminars and / or has not submitted documentation must expect to be

invited for an oral høring. Dette comes to the student who has not participated in the seminars, not nødvendigvis whole group

It offers up to 3 hours of individual supervision for each student group.

Recommended use for students:

| Activity | Use of hours |
|--|--------------|
| Participation in the introductory lecture (all) | 2 |
| Participation in library information (all) | 2 |
| Preparation for seminars | 40 |
| Participation in seminars, 4 x 2 hours (4-5 exercises) | 8 |
| Participate in search workshop in library | 4 |
| Working with the tasks | 341 |
| Individual counseling | 3 |
| Total use of hours recommended | 400 |

Use of hours

| Activities pr. course completion Time | Classroom | Settled v / empathy |
|---|-----------|---------------------|
| Lectures 2 | 2 | |
| Seminar Hours 40 students and 4 seminar bushings 32 | 32 | |
| Individual counseling date. task Three counseling sessions = 1.5 resource hours pr. tasks (16 tasks) 24 | | 24 |
| Framework for academic resource usage 58 | 34 | 24 |

Examination

The course concludes with the submission of a Dissertation. Evaluation of the bachelor thesis counts 100%. Answers can be written individually or in groups of up to three students. It is recommended that the task be done in groups.

Examination code(s)

MRK 36901 Bachelor thesis in marketing communications, which accounts for 100% of the final grade in MRK 3690, 15 credits.

Examination support materials

All aids allowed.

Re-sit examination

Re the next regular course.

Additional information