



APPLIES TO ACADEMIC YEAR 2014/2015

MRK 3682 Campaign Development

Programme

Bachelor of 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

Changes in the balance of power towards users and new media channels means that we can now speak of a transition to a new era whereby marketing communications field has new facets. This means that the future will be a major challenge to choose methods and means to convey content and message of the entire business to achieve a dialogue with customers. It's about solutions-marketing communication, integration and parallelism to ensure a good interaction between all communication and marketing disciplines where one meets all marketingmixen and all measures - from strategy to achievement.

The course of campaign development based on analytical and practical knowledge on the use of integrated marketing communications to create profitable relationships between people, brands, products and businesses. Throughout the course, students will develop an integrated marketing communications campaign for a client, and make a formal campaign presentation to be presented written and oral at BI.

Learning outcome

Acquired knowledge

- After completing the course, students will understand that effective campaigns is about taking complete responsibility for the company's communications and marketing needs.
- This involves knowledge in the following areas:
- Understanding the interaction between paid, unpaid and deserved channels
- Have a basic understanding of a new and fragmented media landscape poses new requirements for integrated communication and marketing processes

Acquired skills

- After completing the course, students will be able to apply the acquired knowledge with the main methods, analyzes and procedures related to the planning, implementation and control of an integrated communications campaign.
- This involves skills related to:
- Could this effort in the planning and execution of integrated marketing communication processes
- Demonstrate the ability to be creative in their choice of communication channels, and find out which media channels and combinations of contact points in the best possible way when the audience now wants to reach

Reflection

After completing the course, students will understand that the rate of change today's leaders must respond to calls for broad understanding of marketing, communications and technology.

Prerequisites

Students should have completed the second year of the Bachelor Programme in Market Communication or equivalent.

Compulsory reading

Books:

Kitchen, Phillip J. and Patrick De Pelsmacker. 2004. Integrated marketing communications : a primer. Routledge. 193 s.

Other:

Samling av artikler som vil bli navngitt på Itslearning

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. 2013. Strategic planning for public relations. 4th ed. Routledge

Course outline

Campaign Process - development of campaign plan

- Preparation - Data Collection and Data Analysis
- Selection and formulation of the problem
- instrument Strategy
- Measure
- Audience Analysis
- Message Analysis
- Channel Selection and Implementation Strategy
- Budget
- Power Measurement and Evaluation
- Presentation of the final campaign

Computer-based tools

No specified computer-based tools.

Learning process and workload

The course is conducted as a process instruction with classroom instruction, individual assignments, group work, individual and joint counseling.

The course is conducted over 45 hours in lectures, individual assignments, group work and group supervision. Group work is related to the students to develop a communications campaign for a real client. The final campaign proposal should be presented in writing and orally to a jury conclusion of the course. Students will work in groups of 3 students per group. These teachers will serve as mentors for the various groups throughout the course.

Time is allocated as follows:

Activity	Use of hours
Participation in class	25
Group work/counseling in groups	20
Preparation for the lecture/reading literature	30
Exercises	125
Total use of hours recommended	200

Use of hours

25 hours - Lectures

20 hours - Guidance in plenary

45 hours - Resourcing total

25 hours classroom instruction and 20 hours of group / counseling groups. This means that the weekly classes are a combination of lecture and group work / counseling. In other words, where the majority will be in classroom time.

HOURS 1. Classroom: 45 2. Local process: 0 3: Other: 0 Sum: 45

Examination

Grade in the course is based on the process evaluation of the following elements: a written project, which in this case is the campaign proposal, which will also be presented orally to a panel of internal and external people. The written proposal campaign accounts for 70% of the final grade, the oral presentation counts 30% of the final grade in the course - a total of 100% of the final grade in the course. The assignment handed out at the start of the course. Oral presentation and submission of written project conducted at the conclusion of the course.

Examination code(s)

MRK 36821 - Process Assessment which counts 100 % of the final grade in MRK 3682 Campaign Development, 7.5 ECTS.

Examination support materials

All support materials allowed.

Re-sit examination

At the next regular course.

This course will be lectured for the last time spring 2015. Then re-sit examination is offered autumn 2015 and last time spring 2016.

Additional information