



APPLIES TO ACADEMIC YEAR 2014/2015

PRK 3514 Integrated Market Communication

Programme

Bachelor of PR and Market Communication (2. year)

Responsible for the course

Gerhard E Schjelderup

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Marketing Communication as a discipline exists to implement strategies from Marketing, which in turn are made to realise the organizations strategies. In the course Integrated Marketing Communication, the students will acquire basic knowledge about theory and models to hone skills related to successful planning of strategic effectuation of Market Communication. The student is in addition expected to have knowledge about measuring effects and how persuasive efforts are to be planned.

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Learning outcome

Required knowledge:

On completion of the course, the student shall have acquired knowledge enabling him/her to discuss and explain constructs, models and important tools that are used by a company or agency in their work on integrated marketing communication. This implies knowledge within the following key areas:

- Have detailed knowledge about the planning process, the target group(s), characteristics of the product/service category, positioning of the brand in the consumers' minds, choice of message and design, and choice of suitable communication channels for successful integrated marketing communication
- Have top competence in the field of communication and how it can be made use of in marketing communication.
- Understand which psychological factors drive consumer perception, including knowledge about how the brain is made up, and how different stimuli created by the message are processed.
- Know which measures derived from the type of communication objectives the company has with respect to the target group(s) are needed, including the ability to distinguish between objectives related to awareness, knowledge, attitude, intention and behaviour.
- Knowledge of and the ability to compare different methods to measure and assess the effect(s) of communication efforts in relation to the goals of that communication.

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Required skills:

On completion of the course, the student shall be able to apply acquired knowledge when designing campaigns based on an integrated marketing communication plan. This implies abilities related to:

- The collection and analysis of relevant information enabling the student to develop a credible and feasible marketing communication plan, including the ability to demonstrate practical skills related to:
 - Analysis and choice of target group(s),
 - Choice of target groups based on different approaches to segmentation.
 - Development of customer profiles within these target groups
- Category skills:
 - Understand the drivers of behaviour in different categories, where for example differences in dynamics between low and high involvement categories are essential knowledge.
 - Development of communication principles for message choices and how they should be presented to the target groups.
- Communication channels:
 - Choice of suitable integrated solutions based on a cost/benefit evaluation
 - Methods for assessment of effects:
 - Be able to design a measurement instrument to investigate and document effects of communication efforts

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Self-reflection

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On completion of the course, the student shall have developed a high standard of reflection regarding relations between means and ends in marketing communication. The student should also acknowledge that ethical and moral awareness in marketing communication gives the company long-term benefits.

Prerequisites

The course demands no prerequisite knowledge, but the student will have an advantage having knowledge from Marketing Management, and Consumer Behavior

Compulsory reading

Books:

Pelsmacker, Patrick de, Geuens, Maggie, van den Bergh, Joeri. 2013. Marketing communications : a European perspective. 5th ed. Pearson

Recommended reading

Books:

Kreativt Forum. Årlig. Stella : prisen for effektiv kommunikasjon. Kreativt Forum. Stellanprisen gis for effektiv markedskommunikasjon og boken er en sammenstilling av vinnercasene og en viktig kilde for studenter

Course outline

Overview of different marketing communication tools, therein different type of advertising and how a one in a successful manner can combine these tools to create effective integrated marketing communication

How Integrated Marketing Communications works

Identification of target groups

- The target group's decision process
- Positioning
- Development of a communication strategy
- Development of a media strategy and choice of channel

Challenges for designing messages:

- Message processing
- Creative tactics
- Creative solutions

Integration of messages across different channels

Methods and techniques for assessment of effects

Computer-based tools

It is expected that the student can use GallupPC and MMI's databases

Learning process and workload

The learning outcomes are to be reached through a combination of lectures, and work in small groups on mandatory assignments. The assignment write-ups will form the basis for subsequent discussions in class. Feedback on assignment-write-ups is given during classes.

Recommended workload in hours:

Activity	Use of hours
Participation in lectures	36
Preparation for lectures	60
Work on assignments and other group work	24
Term paper	80
Total recommended use of time	200

Coursework requirements

The course has three work requirements, the student must obtain approval 2 of 3 in order to be allowed to complete the examination.

- Coursework 1 and 2
Written work that can be completed individually or in groups of up to 3 people. Distributed at the start of the semester.

- Coursework 3
Individual oral presentation to be videotaped by the student and uploaded to Itslearning.

All three work requirements must be uploaded to the learning platform Itslearning.

Use of hours

Coursework requirements

This course has three coursework requirements, where the student must complete 2 out of 3 to be allowed to complete the exam. See section Learning process and workload.

Examination

Term paper given out by the start of the semester, and accounts for 100 % of the grade, to be solved individually or in groups of maximum 3 students.

Examination code(s)

PRK 35141 - Term paper accounts for 100 % of the final grade in PRK 3514 Integrated Market Communication, 7,5 credits.

Examination support materials

All support materials

Re-sit examination

A re-sit examination is held every semester.

Students who do not get approved work requirement of the course will not be allowed to take the exam.

Consequently, they must take the course over again. Students who have not passed the exam or who want to improve their grade, may attend re-sit examination at next semester, without having to do the coursework requirements.

Additional information