



APPLIES TO ACADEMIC YEAR 2015/2016

MRK 3433 Marketing Communication 3.0

Programme

Bachelor of Marketing Management (1. year), Foundation Program of Marketeconomy

Responsible for the course

Cecilie Staude, Morten William Knudsen

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 fragmented media landscape will imply new requirements regarding communication processes.
- Understanding the interaction between digital/social media and traditional media
- Familiarity with the planning process for communication campaigns, including the communication mix

Acquired skills

- Be able to describe and apply relevant communication theories to achieve the communication objectives.
- Be able to analyse the distinctive features and characteristics of the different media platforms
- Be able to contribute to the planning, implementation and measuring of 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

Collection of articles:

Cecilie Staude. Artikkelsamling til MRK 3433 Markedskommunikasjon 3.0. (Oversikt over artikler som inngår i artikkelsamlingen vil bli publisert på Its learning)

Recommended reading

Books:

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

Course outline

- A media landscape in change, importance of big data
- Examine and understanding the stakeholders
- Communication strategy, message development and communication planning
- The traditional toolbox of the market communicator
- The channels: distinctive features and characteristics
- Measurement of communication effects

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 involvement on Facebook	60
Recommended total use of time	200

Use of hours

Examination

A four hour individual written examination that counts 100% towards the grade.

Examination code(s)

MRK 34331 – Written examination that counts 100% towards the grade in the course MRK 3433, 7.5 credits.

Examination support materials

No support materials allowed.

Re-sit examination

A re-sit is held every term.

Additional information