



APPLIES TO ACADEMIC YEAR 2015/2016

## PRK 3663 Strategic media planning

### Programme

Bachelor of PR and Market Communication (3. year)

### Responsible for the course

Mona K Solvoll

### Department

Department of Communication and Culture

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

Media planning is the task of a media agency or a communication agency. A media planner's job is to find the best combination of media platforms to achieve the PR and market communication objectives.

### Learning outcome

The students should gain a holistic understanding of strategic media planning that include both PR and market communication perspectives.

### Knowledge outcome

- Students will demonstrate analytical knowledge about the media landscape
- Students will be able to compare and evaluate different media platforms (paid, owned and earned) and how these interact
- Students will synthesis and evaluate the qualitative and quantitative characteristics of media channels
- Students will understand how media works, their functions and role in media planning
- Students will demonstrate in-depth knowledge of media consumption

### Skills outcome

- Students will be able to define communication goal, target groups and media channels
- Students will be able to report and explain choice of media channels
- Students will be able to explain the role of different media platforms in a media plan

### Reflection

- Students will have demonstrated attitudes of respect for the law and society
- Appreciation of ethical behavior
- Intellectual curiosity in terms of emerging technologies

### Prerequisites

### Compulsory reading

#### Books:

Bonvik, Øystein. 2012. Få som fortjent : troverdig oppmerksomhet i kanaler du ikke kontrollerer. Fagbokforlaget. 1, 2 og 10

Larsen, Svein og Mona K. Solvoll. 2012. Medieplanlegging. Fagbokforlaget. 276 s

### Collection of articles:

Mona Solvoll. 2015. Artikkelsamling i Strategisk medieplanlegging. Et utvalg artikler som dekker mobil som mediekanal, "content marketing" og "performance marketing" (søk). Oversikt over artikler vil bli lagt på Itslearning ved kursstart.

### Recommended reading

### Course outline

- Communication plan: Strategies and tactics

- Integrated communication: PR and market communication
- The five steps of media planning
- Media use
- Target groups
- Goals and effects
- Communication idea
- Quantitative and qualitative characteristics of media channels
- Insights
- Evaluation and budgeting

### Computer-based tools

Gallup PC and IPSOS MMI.

### Learning process and workload

The course will include both traditional lectures and group works.

A written hand-in product and an oral presentation. The students must hand-in a 5-6 pages long written analysis of a given subject. In the analysis the students must use minimum five sources (at least 1 book and 2 academic articles). In addition, the students will give a 7-9 minutes long presentation of the analysis for the class. The students can work on their own or in groups of max 3 students for the hand-in and the presentation.

Activity	Hours
Class participation	33
Prepare for class/ read literature	70
Arbeidskravet	30
Prepare for the presentation	4
Exam	63
<b>total</b>	<b>200</b>

### Use of hours

#### Examination

A two- weeks term-paperr, individual or in groups of three (3) students. Accounts for 100 % of the grade.

#### Examination code(s)

PRK 36631 – Termpaper, counts 100 % towards the grade in the course PRK 3663 Strategic media planning, 7,5 ECTS credits.

#### Examination support materials

All support materials are allowed.

#### Re-sit examination

A re-sit is held in connection with the next scheduled course.

#### Additional information