



APPLIES TO ACADEMIC YEAR 2015/2016

PRK 3676 Bachelor thesis in Campaign Planning

Programme

Bachelor of PR and Market Communication (3. year)

Responsible for the course

Tor Bang

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

PR and Marketing Communication is the capstone course in the Public Relations and Marketing Communication sequence. The thesis is a substantial professional thesis that consists of designing a comprehensive communications campaign for a real-life client based on the scientific approach that ensures informed decision-making grounded in empirical research. The thesis employs a theory to practice model and places emphasis on applied research. Students will be challenged to produce a product that could compete with that of a full-time experienced communication professional. Students will learn the communication planning process, and they will be called on to recall and apply what they have learned in all their previous classes.

The thesis in

Learning outcome

Knowledge

finished with this course students will be able to demonstrate an ability to do original research specific for creating an integrated communications campaign that is designed either to inform, influence attitudes or to achieve a desired behavior.

Acquired

When

Skills

will:

- Be able to choose and use appropriate basic analytical tools for professional projects
- Be able to integrate theory with practice .
- Develop research skills in the context of a communication campaign.
- Be able to master independent learning.
- Develop knowledge of campaign planning and implementation.
- Be engaged in informed critical and creative thinking.

Acquired

Students

Reflection

Students will understand that writing a successful dissertation can be challenging but at the same time it can also be a way for students to get deeper insight into applied research and bridge the gap between theory and practice.

Prerequisites

Students must have taken all program courses in the PR and Marketing Communication Bachelor's program. Students must also have taken the courses in statistics and methodology.

Compulsory reading

Books:

Smith, Ronald D. 2013. Strategic planning for public relations. 4th ed. Routledge
Stacks, Don W. 2011. Primer of public relations research. 2nd ed. Guilford

Recommended reading

Books:

Ruler, Betteke van, Ana Tkalac Verčič, Dejan Verčič, eds. 2007. Public relations metrics : research and

evaluation. Routledge/Taylor and Francis Group
 Stacks, Don W. and David Michaelson. 2011. A practitioner's guide to public relations research, measurement and evaluation. Business expert press
 Wilson and Ogden. 2015. Strategic Communications Planning for Effective Public Relations and Marketing. 6th Edition. Kendall Hunt.

Course outline

Formative Research

Analyzing the situation

Analyzing the organization

Analyzing the publics

Strategy

Establishing goals and objectives

Formulating action and response strategies

Using effective communications

Tactics

Choosing communication tactics

Implementing the strategic plan

Evaluative Research

Evaluating the strategic plan

Computer-based tools

Statistical program such as SPSS and any other tools necessary for doing qualitative or quantitative analyses.

Learning process and workload

Students will work in groups of 3 to research and plan a communication strategy. Students who can not find a group will be assigned to a group by the lecturer. Students who write a thesis together must be in the same program. A formal presentation of the campaign to the client may also be requested. Clients may be chosen by the students themselves or from a list compiled by the course faculty. All clients must be approved by the faculty responsible for the course.

Students must have permission from the lecturer to work alone or in groups of less than three.

Advisers will be assigned to the students by the faculty responsible for the course. Students will receive 24 hours lecture on the campaign process and communication research methodologies. [See also guidelines for writing a bachelor thesis.](#)

In addition, they receive 8 hours group advising (seminars) with their thesis advisor. Oral presentations are included as part of the seminars. Students are also entitled to maximum 3 hours of personal guidance per thesis. The student is responsible for contacting the advisor for personal guidance.

Guidance is given during the regular thesis term.

Recommended use of hours for students:

Activity	Hours
Participation in introductory lecture	24
Participation in library information	2
Prepare for seminars	40

Prepare for part- participation in seminars 4 x 2 hours the semester	80 8
Work with project	243
Individual advising	3
Recommended use of hours	400

Use of hours

Activities per course	Classroom		Time use
Lectures	24		24
Seminars, 50 students and 2 seminars	32		32
Individual advising 3 advising hours = 1.5 resource hours pr. thesis (16 theses)		27	27
Framework for faculty resource use	56	27	83

Examination

Bachelor thesis to be submitted by a given deadline. Students who not have participated in the seminars can be called to do an oral presentation of the completed thesis.

Examination code(s)

PRK 36761 - Bachelor thesis, counts 100 % of the grade in course PRK 3676 Bachelor thesis in Campaign Planning, 15 ECTS credits.

Examination support materials

All support materials allowed.

Re-sit examination

A re-sit is possible in connection with the next ordinary course.

Additional information