



APPLIES TO ACADEMIC YEAR 2016/2017

## **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**

The thesis in 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.

### **Learning outcome**

#### **Acquired Knowledge**

When 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 Skills**

Students 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.

#### **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. Routledge

### **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

### **Course outline**

- Literary review
- Background
- Situation analysis
- Strategy: goals and objectives
- Big ideas and creativity
- Key publics
- Messages, strategy and tactics
- Calendaring and budgeting
- Implementation
- Communications measurement and evaluation

### Computer-based tools

Statistical program such as JMP 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-deliverables during the semester	80
Participation in seminars 4 x 2 hours	8
Work with project	243
Individual advising	3
<b>Recommended use of hours</b>	<b>400</b>

### 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**