



COURSE DESCRIPTION

MKK1100 Marketing Communication and Campaign Planning

1. Degree:	Bachelor of Advertising and Brand Management Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management
2. Year/Semester	1 st year - 2 nd semester
3. Credits	10
4. Course instructor	Associate Professor Nils Høgevold
5. Contact hours	50
6. Course prerequisites	General study qualifications.
7. Learning goals	<p>Students will gain insight into the measures and activities that are part of a company's communication with the consumer and business / organisation market. It is important to achieve an understanding that the various measures interact, and are adapted to the company's overall strategy. Students should be able to design communication plans for both strategic and operational levels – and which contribute to achieving communication aims in an optimal manner.</p> <p>Students will acquire the understanding that in marketing one speaks of identifying, developing and strengthening relations to consumers, businesses / organisations, the media, the public and other actors within a business's network of target groups. Emphasis will be placed on students' individual development and learning through project assignments.</p>
8. Course contents	<p>In marketing communication, it is possible roughly to divide the types of communication by the extent to which one should aim at large target groups or at a few, large and identifiable customers. When it comes to large target groups, the mass media - such as advertisements in newspapers, television and radio - are often</p>

	<p>focused on. When a company attempts to create relationships with a few large customers other measures are also important, such as personal contact and negotiations. Communication methods in relation to both large and small target groups will be included in the course.</p> <p>Communication processes are a fundamental and overall element of the course, along with campaign planning. Knowledge of the consumers / customers, and the product, is linked to problem discussion, the ascertaining of aims and target groups, the choice of sender and media, and the design of ideas and measurement of effects. Various types of advertising will be examined, along with sponsorship, integrated marketing communication and ethics. The course will also include budgeting, creative strategy (planning, development and evaluation), as well as the development of promotional campaigns, media strategy, measurement of effects, business-to-business communication, and the relationship between advertising and society.</p>
<p>9. Method of instruction</p>	<p>The scheduled teaching programme includes lectures and discussions in class. Students will also present various types of assignments in class - both in groups and individually.</p> <p>Students will need to expend considerable effort on the course.</p>
<p>10. Assessment</p>	<p>Interim examination: Group assignment counts for 40 %.</p> <p>3-hour individual final examination counts 60 % of the course grade.</p>
<p>11. Course syllabus</p>	<p>Blindheim, Trond. 2004. <i>Hvorfor kjøper vi? om forbruk og reklame</i>. 2. utg. Oslo: Abstrakt. ISBN: 978-82-79-35147-4 (237 pp.) Price: NOK 347.</p> <p>Helgesen, Thorolf. 2004. <i>Markedskommunikasjon: prinsipper for effektiv informasjon og påvirkning</i>. 6. utg. [Oslo]: Cappelen akademisk. ISBN: 978-82-02-23631-1 (336 pp.) Price: NOK 458.</p> <p><i>Topical articles will be handed out in class.</i></p>