



COURSE SYLLABUS

Marketing Communication, 7.5 credits

Marketing Communication, 7,5 högskolepoäng

Course Code:	MLHN13	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Sep 21, 2016	Disciplinary domain:	Social sciences
Revised by:	Examiner Sep 16, 2016	Subject group:	FE1
Valid From:	Sep 16, 2016	Specialised in:	G2F
Version:	3	Main field of study:	Business Administration
Reg number:	2016/3403-313		

Intended Learning Outcomes (ILO)

On completion of the course, the students will be able to:

Knowledge and understanding

- Describe the commercial market for external marketing communication.
- Give account for relevant academic literature about marketing communication.

Skills and abilities

- Develop a communication brief for an organization, reflecting current as well as future communication needs.
- Develop a marketing communication strategy, reflecting current as well as future communication needs.

Judgement and approach

- Evaluate advantages and disadvantages with different forms of communication tools and media in a specific context.
- Develop a constructive critical approach to existing marketing communication efforts in the purpose of understanding and learning from them.

Contents

The course gives a broad introduction to marketing communication as professional and academic discipline. This includes embracing theories, methods and working processes which underpins marketing communication planning, execution and evaluation.

Specific areas include:

- The role of marketing communication within the larger field of marketing.
- Target group analysis, communication strategy and objectives.
- Communication tools and actors included the general marketing communication market.
- Creative strategies and execution.
- Media choice and media planning.
- Budgeting, effect measurement and evaluation of communication efforts.

Type of instruction

Lectures, seminars, guest lectures, tutoring, student involvement and presentations.

The teaching is conducted in English.

Prerequisites

60 credits in Business Administration or Economics including Marketing Management (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Active participation and the approval of two individual case reports are demanded to pass the course. The grade is calculated on the written exam (50%) and a course project (50%).

Knowledge and understanding is evaluated based on the written exam. Skills, abilities, judgment and approach is evaluated based on the course project which includes constructing a marketing communication brief, as well as responding to a brief acting in the role of a marketing communication firm while reflecting on practical implications as well as the underlying theories in marketing communication.

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a

workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Fill, Chris & Turnbull, Sarah (2016), *Marketing communications*, (discovery, creation and conversations), Pearson ISBN 978-1-292-09261-4