



COURSE SYLLABUS

Marketing Communication, 9 credits

Marknadskommunikation, 9 högskolepoäng

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|----------------------|-------------------|-----------------------------|---|
| Course Code: | TMKG17 | Education Cycle: | First-cycle level |
| Confirmed by: | Dean Mar 1, 2016 | Disciplinary domain: | Technology (95%) and social sciences (5%) |
| Valid From: | Jan 1, 2017 | Subject group: | JK9 |
| Version: | 1 | Specialised in: | G1F |
| Reg number: | JTH 2016/1200-313 | | |

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of basic concepts and principles of marketing and marketing communication
- display knowledge of marketing segmentation and positioning as well as an understanding of the signification of brands through a customer and business perspective
- display knowledge of marketing objectives and communication effects

Skills and abilities

- demonstrate the ability to construct a marketing plan including market analysis, budget and marketing calendar
- demonstrate the ability to plan and design a marketing campaign including messages and visual expression adjusted to different target audiences

Judgement and approach

- demonstrate an understanding of intellectual property and ethical issues within the main area
- demonstrate the ability to suggest and assess messages and media choices in regards to target audiences and objectives
- demonstrate the ability to assess and measure the effects of set communication objectives

Contents

The course comprises basic principles of marketing communication as well as an overview of general marketing concepts. The theoretical knowledge is also practically applied through the design of advertising messages and campaigns tailored to specific target audiences.

The course includes the following parts:

- Basic principles of marketing
- Basic principles of marketing communication and advertising
- Marketing plan
- Brand platform
- Objectives and target audience

- History of advertising
- Copyright and Art Direction in advertising campaigns
- Intellectual property
- Social sustainability

Type of instruction

Lectures, assignments and project work

The teaching is conducted in English.

Prerequisites

General entry requirements and a passing grade in the course Entrepreneurship and Business Planning (6 credits) (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments.

The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

| Name of the Test | Value | Grading |
|------------------|-----------|---------|
| Examination | 6 credits | 5/4/3/U |
| Assignments | 3 credits | 5/4/3/U |

Course literature

Literature determines one month before the course start