



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 Jan 4, 2013	Disciplinary domain:	Social sciences
Valid From:	Jul 1, 2013	Subject group:	FE1
Version:	1	Specialised in:	G2F
Reg number:	IHH 2014/2168-122	Main field of study:	Business Administration

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

At the outset of the course the course manager ensures that course evaluators are elected (or exist) 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 manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Course literature

- Fill, Chris (2009) Marketing Communications, 5e upplagan, Prentice Hall. ISBN: 978-0-273-71722-5
- Academic articles