



COURSE SYLLABUS

Marketing Communication, 7.5 credits

Marketing Communication, 7,5 högskolepoäng

Course Code: JMCK18	Education Cycle: First-cycle level
Confirmed by: Council for Undergraduate and Masters Education Sep 12, 2017	Disciplinary domain: Social sciences
Revised by: Council for Undergraduate and Masters Education Mar 29, 2021	Subject group: FE1
Valid From: Aug 23, 2021	Specialised in: G1F
Version: 2	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

1. Describe marketing communication scope, role and tasks and understand their application to real world situations.
2. Explain the communication environment, models and processes as they apply to actual marketing communication situations.

Skills and abilities

3. Develop a marketing communication campaign reflecting current as well as future communication needs.
4. Develop a solution based on a brief from an organization reflecting the current environment, current industry based trends and the stated needs of the client.

Judgement and approach

5. Evaluate advantages and disadvantages with different forms of communication tools and media in a specific context.
6. 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.

Connection to Research and Practice

The course is anchored on providing a basic level of understanding of marketing communications at the bachelor's level. The latest edition of a comprehensive marketing communications textbook is used. The theories within the book will be applied and considered to practical examples throughout the course.

The group project assignment is designed to provide students an opportunity to apply theoretical principles in a real-life setting (with partner companies project) or quasi real-life setting (with projects based on cases from crowdfunding platforms). Students are to analyze communication needs in the given scenario and create a marketing communication solution. Theoretical aspects from the course will be used to justify and drive student's choices. As a part of the assignment an exemplary marketing communication message is to be created and a final solution to be delivered to the client.

Type of instruction

The course includes lectures, guest lectures from practitioners, tutoring sessions and group project work.

The teaching is conducted in English.

Prerequisites

30 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.

Individual written exam (ILOs: 1, 2, 5 and 6) representing 4 credits

Group project assignment (ILOs: 1, 2, 3, 4, 5 and 6) representing 3.5 credits

Registration of examination:

Name of the Test	Value	Grading
Individual written exam ¹	4 credits	A/B/C/D/E/FX/F
Group project assignment ²	3.5 credits	A/B/C/D/E/FX/F

¹ Registration of examination:

All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

² All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set.

The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points).

Grade is set in accordance to JIBS grading policy. (A-E or Pass)

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 (latest edition), *Marketing communications*, (discovery, creation and conversations), Pearson.