

Marketing Communication, 7,5 HE credits

Marknadskommunikation, 7,5 hp

Established: 2017-11-07

Established by: School of Business, Economics and IT

Applies from: V18

Learning outcomes

The overall objective with the course is that the students will acquire deep knowledge in the field of marketing communication. On completion of the course the students will be able to:

Knowledge and understanding

1. Present, discuss and critically assess marketing communication theories, functions and tools of marketing communication.

Competence and skills

2. Independently search, collect, assess and analyse information needed for planning of use of different media (both conventional and digital) for the purpose of marketing;
3. Independently search, collect, assess and analyse information needed for development of marketing communication plans, as well as in speech and writing present it in accordance with academic requirements and guidelines for the content, language and form within a certain timeframe.

Judgement and approach

4. Critically discuss companies' marketing communication practices.

Entry requirements

Completed course requirements in Business Administration 60 HE credits including 15 HE credits Marketing or equivalent (Marketing I, MFA101, Marketing II, MFB300, Retail Marketing). At least 30 out of 60 HE credits in Business Administration must be earned on the level 31-60 HE credits.

The forms of assessment of student performance

The students' performance is assessed based on a closed book written examination (course objective 1) as well as on group assignment(s) which are presented and defended at a seminar where students are also expected to act as opponents critically reviewing an assignment of another group (course objectives 2-4). Detailed instructions, grading criteria, and the schedule for assessment elements for regular examination and re-examination will be presented in the

course description at the course introduction.

Course contents

The course is divided in three logically connected parts and focus on the following aspects of marketing communication:

- Fundamentals of marketing communication, mainstream communication theories, structure and organisation of the marketing communication industry as well as ethical issues of marketing communication;
- Marketing communication strategies, integrated marketing communication, positioning, brand development, building of corporate identity.
- Marketing communication mix, i.e. tools, media and messages used by organisations to communicate with their target audiences.

Other regulations

Course grading: F/Fx/E/D/C/B/A - Insufficient, Insufficient- more work required before the credit can be awarded, Sufficient, Satisfactory, Good, Very Good, Excellent

Course language: The teaching is conducted in English.

General rules pertaining to examination at University West are available at www.hv.se.

If the student has a decision/recommendation on special support due to disability, the examiner has the right to examine the student in a customized examination form.

Course Overlap

MKC500

Cycle

First cycle

Progressive specialization

G2F - first cycle, has at least 60 credits in first-cycle course/s as entry requirements

Main field of study

Business Administration