Linnæus University

Jnr: 2014/3596-3.1.2

Course syllabus

School of Business and Economics
Department of Marketing

1FE696 Integrated Marketing Communication and Brand Management, 7,5 högskolepoäng

Integrated Marketing Communication and Brand Management, 7.5 credits

Main field of study
Business Administration

Subject Group
Business Administration

Level of classification
First Level

Progression
G1F

Date of Ratification
Approved by School of Business and Economics 2014-11-12
The course syllabus is valid from autumn semester 2015

Prerequisites
Business Administration I, 30 credits or at least 15 credits completed courses from Business administration I and English B/6.

Objectives

After completing this course the student should be able to:

- describe and discuss fundamental concepts in marketing communications and branding
- analyze an organizations communication efforts from an integrated marketing communication perspective
- identify and explain the significance of branding in an organization
- apply relevant theoretical concepts to practical case studies

Content

The course contains:

- marketing communications theory
- management and coordination of an organisations communications efforts
- brand management
- integrated marketing communications

Type of Instruction

The course consists of lectures, seminars, case studies and group exercises. Active

student participation is required in seminars, where assignments are worked out and presented. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.
The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:1FE695, 1FE706:2

Required Reading and Additional Study Material

Required reading

Fill, C. *Essentials of Marketing Communications*. Prentice Hall, Financial Times. Latest edition. App. 440 p.

Kapferer, J. N. *New Strategic Brand Management, creating and sustaining brand equity long term*. Kogan Page Ltd, USA. Latest edition. Chosen parts, app. 300 p.

Scientific articles, app. 100 pages.