



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

1FE695 Integrated Marketing Communication and Brand Management, 7,5 högskolepoäng

Integrated Marketing Communication and Brand Management, 7.5 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Grundnivå

Fördjupning

G1F

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-06-15

Senast reviderad 2011-06-13. Litteraturrevidering

Kursplanen gäller från och med höstterminen 2011

Förkunskaper

Special eligibility: Business Studies 22,5 ECTS including 15 ECTS organisation and marketing or the equivalent.

Förväntade studieresultat

Efter fullföljd kurs skall studenten kunna:

- beskriva och diskutera grundläggande begrepp inom marknadskommunikation och varumärken
- analysera en organisations kommunikation med ett integrerat marknadskommunikationsperspektiv
- identifiera och förklara varumärkets betydelse i en organisation
- tillämpa relevanta teorier på verkliga praktikfall

Innehåll

Kursen behandlar följande huvudsakliga områden både teoretiskt och praktiskt:

- Marknadskommunikationsteori
- Management och koordinering av en organisations kommunikationsinsatser
- Brand management
- Integrerad marknadskommunikation

Undervisningsformer

The course consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 6 weeks after the normal examination date. The student will have at least five occasions for written exams.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes.

- Written individual exam corresponding to 5 hp (5 ECTS)
- Case study corresponding to 2,5 hp (2,5 ECTS)
- Active participation is required in seminars

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Kursvärdering

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Kurslitteratur och övriga läromedel

Obligatorisk litteratur

Fill, C. (2011) Essentials of Marketing Communications. Prentice Hall, Financial Times. ISBN: 978-0-273-73844-2.

Kapferer, Jean Noel (2008) New Strategic Brand Management, creating and sustaining brand equity long term: Kogan Page Ltd, USA, utvalda delar ca 300 s, ISBN: 978-0-7494-5085-4

Additional teaching material

Articles and other selected material