



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE695 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 the Board of the School of Business and Economics 2009-06-15

Revised 2012-06-25. Reading list revised

The course syllabus is valid from autumn semester 2012

Prerequisites

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

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 will cover the following major areas of marketing communication both with a theoretical and a practical emphasis:

- Marketing communications theory
- Management and coordination of an organisations communications efforts
- Brand management

- Integrated marketing communications

Type of Instruction

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

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

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.

Course Evaluation

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.

Required Reading and Additional Study Material

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