

COURSE GUIDE



UNIVERSITY
OF APPLIED SCIENCES

PO Box 85029
3508 AA Utrecht
The Netherlands

T: +31 88 481 62 00
F: +31 88 481 62 05
www.hu.nl

- Course code: MC-EMC-11
- Academic year; 2012-2-13
- Block 1
- Elective course
- Variant: Fulltime
- conceptual course
- Program leader: Arjan Schellinkhout

- Author: Arjan Schellinkhout
- Room 2.88
- Arjan.schellinkhout@hu.nl
- Date: February 2013

© Hogeschool Utrecht: University of
Applied Sciences Utrecht
Utrecht, 2012

This material is subject to copyright.
Copies for own or internal use are permitted.

Marketing Communication
Minor International Advertising

Contents

1	Course Description	3
2	Course Goals and Learning Objectives	3
3	Place in the Curriculum and Related Courses	3
4	Study Burden	4
5	Pre-requisites	4
6	Exemption Possibilities	4
7	Competencies	5
8	Didactic Forms	5
9	Assessment	6
10	Course Material and Literature	6
11	Course Evaluation	7

1 Course Description

Marketing Communication is part of the Minor International Advertising. The course Marketing Communication teaches you what advertising is all about and gives you insight and understanding of how the advertising industry works. It will teach you how to develop marketing communication campaigns that are efficient and effective. Step by step: through the processes of strategy, planning and positioning to briefing procedures, concept development, the actual creation and production. You will learn to analyze and look with a professional eye and to judge results with convincing argumentation and feedback.

Your whole life you have been confronted with advertising: billboards, tv commercials, ads, brochures, banners, virals, pop-ups, and many more. But what is advertising? If you look beyond the song-and-dances, the pretty pictures and the happy shiny people, you will see that advertising is more than a message that fills the space around television programs, newspaper and magazine articles. Advertising is a complex form of communication based on strategies and objectives that will result in various forms of impact on the thinking, feeling and actions of consumers.

Advertising is all about creating a message and sending it to the consumer so that he or she will react in a specific way. But how do you get the consumer to react the way you intended? How do you cut through the clutter of all those other advertisements and reach the consumer? To write objectives, you must have some understanding of how these messages work. In this course you will learn about the principles and practice that make an advert effective.

2 Course Goals and Learning Objectives

By the end of the minor you will have knowledge of:

- Strategic and operational communication management
- The creative process
- The role of advertising
- How advertising works
- The process of constructing a campaign
- Strategy and planning
- Concept development
- Creation, creative means

The student will work on achieving the competencies mentioned below:

- Understand the basic concepts of advertising and advertising's role within marketing, and society.
- Knowing what functions and tools you can use, how they work and how they can be used in integrated marketing communication programs.
- Understand how advertising works, effects and effectiveness and why measuring objectives is important.
- Be able to analyze consumer behavior and examine what influences the consumer-decision process.
- Understand the way consumers respond to marketing communication and be able to use this for segmentation and targeting.
- Understand the importance of strategic planning and be able to use this in marketing communication.
- Be able to use the creative side of advertising to see how you can break through the clutter.

3 Place in the Curriculum and Related Courses

Marketing Communication is part of the minor International Advertising .

Program minor International Advertising:

Term A		Term B	
Marketing Communication	5 EC	Cultural differences	5 EC
Copywriting	5 EC	Media Psychology	5 EC
Creative Research	5 EC	Final Task	5 EC
Total	15EC	Total	15EC

4 Study Burden

Total study load per student is 140 hours. [5European credits]

The table below indicates the required amount of hours for the student to spend on the course to be able to complete it successfully.

Activiteit	Aantal uur per week	Totaal
Attending lectures (2x 2,5 hour)	5	35 hour
Preparation lectures (2x2 hour)	4	28 hour
Solving the case incl. presenting	8	56 hour
Preparing and making the exam	3	21 hour
Total	20	140 hour

5 Pre-requisites

The students are expected to

- Have basic knowledge of marketing (not strictly necessary)
- Be creative thinkers
- Be highly motivated and involved

Students need to have finished their bachelor first year (or international equivalent) and should be operational in spoken and written English. The program is open to HU students and student from other universities.

6 Exemption Possibilities

There is no exemption, except if a student is coming from another University of Applied Sciences where a similar course is provided. This will then be taken in consideration and viewed with the Examination committee.

7 Competencies

Competencies

Competentie 8 Marketingcommunicatie. Het on- en offline communiceren met marketingdoelgroepen

Competentieniveau 1

- Inzicht in communicatiedoelgroep(en)
- overzicht geven van instrumenten en media welke kunnen worden ingeschakeld om marketingdoelstellingen te helpen realiseren
- Opstellen, samen met anderen, van de marketingcommunicatiemix op basis van een gegeven thema
- Opstellen van een cross mediaal-mediaplan
- Onderbouwen mediakeuze
- Rekening houden met belangrijke wetgeving rond communicatie.
- Houdt rekening met de ethische grenzen van marketingcommunicatie

Professional Products

The students write a marketing plan as described in the book.

8 Didactic Forms

The course consists of practice and theory.

Lectures

The lectures are based upon the required books, articles and research news. Possible guest speakers will explicate the information by their own experiences and know how.

Working groups

The students will work in groups of 3 individuals for fulfilling their projects/assignments, specific tasks for a better understanding of the lectures and other presented material. Discussions form a crucial part of the lectures and working groups.

Individual assignments can be handed out during the lessons.

Weekly schedule

Week 1		Study content: Chapters 1,2,3
	1st part	Theory
	2nd part	Cases in groups
Week 2		Study content: Chapters 4,5,6
	1st part	Theory
	2nd part	Cases in groups
Week 3		Study content: Chapters 7,8,9
	1st part	Theory
	2nd part	Cases in groups
Week 4		Study content: Chapters 10,11,12
	1st part	Theory
	2nd part	Cases in groups
Week 5		Study content: Chapters 13,14,15

	1st part	Theory
	2nd part	Cases in groups
Week 6		Study content: Chapters 16,17,18
	1st part	Theory
	2nd part	Cases in groups
Week 7		Presentations
	Presentations	Presentation of Business case as group
Exam		
	Exam	MC (60 questions)

9 Assessment

Assessment contains two parts:

Type of Assessment	Weighting	Min. Mark
MC exam	50%	5,5
Report and presentation	50%	5,5

Exam

The exam will consist of multiple choice questions. The substance tested is from the book 'Marketing communications, a European perspective.'

Report and presentation

The students will write a marketing communication plan about an assignment which will be handed during the course. The students will present the plan in week 7.

Resit

There will be a resit opportunity for the exam, at the end of the block following the block in which the course is given. Group assignments cannot be resat. In special and extraordinary situations the trainer may decide differently.

Fraud

Cases of fraud are treated very seriously. Lecturers and examination invigilators refer all cases to the Exam Board. One type of fraud is plagiarism. *The Concise Oxford Dictionary* defines this as taking, using or passing off "the thoughts, writings, inventions, etc. of another person as one's own". This is a very serious offence. It includes:

1. Handing in the same (or very similar) assignments as other past or present (teams of) students;
2. Copying text or ideas from books, the Internet, etc. without proper source citation¹;
3. Copying answers from other students during examinations; and
4. Allowing other students to copy your assignments or examination answers.

The punishment for fraud is severe. Punishment ranges from being banned from one examination to exclusion from all block exams for more serious cases. Ultimately, fraud leads to expulsion.

10 Course Material and Literature

Book (Required)					
Title:	Marketing Communicatie, Een Europees Perspectief Vierde editie				
Author(s):	De Pelsmaker, Geuens en Van den Bergh				
ISBN:	978-0-273-72138-3	Edition:	8 th International Edition 2009	Publisher:	Prentice Hall

Book (extra literature)					
Title:	Digital Relationships				
Author(s):	Bert Dijkshoorn				
ISBN:	978-90-78793-47-2	Edition:	1 ^e druk	Publisher:	Tumult

11 Course Evaluation

Course will be evaluated in student panel and through an evaluation form after your exam.