



# FME3519 Marketing Communication 7.5 credits

## Marknadskommunikation

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for FME3519 valid from Autumn 2012

## Grading scale

## Education cycle

Third cycle

## Specific prerequisites

Ph. D. student

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

By the end of the course students should be able to:

1. Have mastered at least three classical articles from the marketing communications literature and have been thoroughly exposed to a number of others.
2. Define and interpret the meaning of Integrated Marketing communication (IMC) in the context of the four non-personal marketing communication tools, both strategically and tactically, and use this interpretation to help assess case study problems.
3. Evaluate, compare and contrast selected individual components of the communications mix in case studies.
4. Have learnt and practiced some of the basic aspects of teaching marketing communications case studies so that these skills can be built upon and practiced.
5. Understand communication theory and how it applies to the development of marketing communication campaigns and demonstrate this understanding by assessing marketing communication problems and questions during seminar work.
6. Begin work on a publishable article on an aspect of marketing communications.

## Course contents

The course aims to provide:

1. An appreciation of the roles and applications of marketing communications in teaching and research.
2. An examination of the research literature and teaching cases involving the planning, development and evaluation of marketing communications campaigns.
3. An exploration of how researchers have assessed how marketing communications work, how they can be measured in terms of their effects and importance of creativity and appropriate media choices.

## Course literature

Amabile, Teresa M., (1998) "How to kill creativity" Harvard Business Review September-October 77-87.

Ambler, Tim and John H. Roberts (2008) "Assessing Marketing Performance: don't settle for a silver metric" Journal of Marketing Management 24 (7/8): 733-750

Berthon Pierre Leyland Pitt and Colin Campbell (2008) "Ad Lib: when customers create the Ad" California Management Review 50 (4): 6-30.

Carol Felker Kaufman, Paul M. Lane and Jay D. Lindouist (1991) "Exploring More than 24 Hours a Day: A Preliminary Investigation of Polychronic Time Use" Journal of Consumer Research 18: 392-401

Friestad, Marian and Peter Wright (1994) "The Persuasion Knowledge Model: How People Cope with Persuasion Attempts" Journal of Consumer Research 21 (1): 1-31

Haley, Russell I and Allan L Baldinger (2000) "The ARF Copy Research Validity Project" Journal of Advertising Research 40 (6): 114-135

Krugman, Herbert E (1984) "Why Three Exposures may be Enough" Journal of Advertising Research 24 (4): 15-19.

McCracken, Grant (1989) "Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process" *Journal of Consumer Research* 16 (3): 310-321

Mueller, Barbara (1987) "Reflections of Culture: an analysis of Japanese and American advertising appeals" *Journal of Advertising Research*, 27 (3) 51-59

Pasadeos, Yorgo, Joseph Phelps and Aimee Edison (2008) "Searching For Our "Own Theory In Advertising" An Update Of Research Networks" *Journalism & Mass Communication Quarterly* 85 (4): 785-806

Vaughan, Richard (1980) "How Advertising Works: a planning model" *Journal of Advertising Research* 20 (5): 27-33

Wackman Daniel B. Salmon Charles T. and Salmon Caryn C. (1986/7) "Developing an advertising agency-client relationship" *Journal of Advertising Research* 26 (6): 21-28.

Webster, Jane and Richard T Watson (2002) "Analyzing the Past to Prepare for the Future: Writing a Literature Review" *MIS Quarterly* 26 (2): pxiii-xxiii

Cases:

Arnold Communications [HBS 9-899-083]

Burberry [HBS 9-504-048]

Dove: Evolution of a Brand [HBS 9-508-047]

Mini USA: Finding a New Advertising Agency (A) [HBS 9-508-041]

Obama and the Power of Social Media and Technology [Stanford]

## Examination

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.