

The Danish School of Media and Journalism
Bachelor in Media Production and Management
Course description
Spring, 4th semester 2020

Course: Marketing: Data, insights & content

ECTS: 10 (6 weeks)

Aims

The goal of this course is to provide the student with a deeper understanding of specific topics within the field of marketing through elective topics.

The elective topics in spring 2020 are as follows:

- 1) Brand building
 - Brand manual (e.g. architecture, identity, and logo design)
 - Brand promotion (focus on strategy) and management (focus on revitalization)
 - 2) Campaign planning
 - Cross media (e.g. SoMe, outdoor, TV and mail)
 - Campaign roll out (focus on launch) and management (focus on content)
- 1) Branding and brand building as well as brand revitalization are core disciplines and continuous practices within the field of marketing, due to the fact that a consistent, relevant and recognizable visual identity speak faster and louder than a thousand words. The course will introduce the students for the theoretical foundation and recent discourse of branding combined with hands on brand building through the construction of a brand manual, including brand architecture, renewal of brand identity and logo redesign based on consumer insights and a strategic outlook. The overall aim of the students work is to secure continuous customer loyalty and competitive advantages of a self-chosen company/brand.
- 2) Successful campaign planning is an ongoing challenge in an increasingly crowded media market. Messages and media types and channels are numerous and seem to increase from day to day, and readers and viewers are at the same time becoming less loyal and harder to target. The course will introduce the students for the theoretical foundation and recent discourse of campaign planning combined with hands on planning, including copy writing the right message to the right audience, choosing the right media and vehicles and plan the roll out and execution based on a thorough understanding of the market. The overall aim of the students work is to secure relevance of their campaign for a self-chosen company/brand/product, that is, popular speaking being the right place and the right time with the right message. Today the right place is increasingly online.

Learning outcomes

- The student will acquire knowledge (knowledge) of the theoretical foundations and recent research within the field of marketing communications focusing on branding and campaign planning.
- The student will be familiarized with the basic skills (skills) of messaging and visualization (copy writing and visual identity) required in order collaborating closely with both art director and copywriter within an agency or as a client requesting the service of bureaux.
- The student will acquire marketing related competences (competence) of strategizing and analyzing as well as of executing on a tactical and practical level. In addition, the student will need to collaborate and navigate in multicultural groups.

Methods

The course takes a common starting point introducing all students to the fundamentals of marketing communications, focusing on branding and campaign planning.

In the third week of the course, the class will split according to electives, each group pursuing their specialization in workshops and subsequent supervision.

- 1) Brand building workshop:
Logo design, visual identity, brand amplification across platforms and marketing communication mix
- 2) Campaign planning
Copy writing, content creating for SoMe and influencer marketing

Attendance and Participation

Students are expected to attend all classes. Attendance will be registered at each lecture. Participation in the project assignment and group work is mandatory. Supervision is offered regularly throughout the course; appointments should be initiated by the students.

Grading

The course is graded by the Danish grading system, the 7-point scale (which is transferred into the international ECTS scale: A-F) with internal censorship.

The final grade is calculated as follows:

- 50% is determined by the grade given to the written group project assignment. The specific contribution of each group member must be clearly noted; however, in principal everyone is accountable for and should be familiar with the entire project.
- 50% is determined by the grade given to an individual oral presentation and defense (individual assessment)
The student is encouraged to invite the case company / organization / product / brand to attend the exam.

ECTS: 10

LITERATURE (to be purchased)

Mandatory for all:

Egan, John 2015. *Marketing Communications*, 3rd edition. Sage.

Mandatory for specialization: Brand building

Wheeler, A. (2017). *Designing brand identity: an essential guide for the whole branding team*. John Wiley & Sons.

LITERATURE (available through the school LMS as PDFs)

Mandatory for specialization: Campaign planning

30 page excerpt from: Barker, M., Barker, D. I., Bormann, N. F., & Neher, K. E. (2012). *Social media marketing: A strategic approach*. Nelson Education.

Considerable Influence (n.d.): *Influencer Marketing for Beginners*. Considerable Influence.

SUPPLEMENTARY LITERATURE (may be purchased)

Supplementary – Brand building

Aaker, D. A. (2004). *Brand Portfolio Strategy: Creating Relevance, Differentiation. Energy, Leverage, and Clarity*.

Airey, D. (2009). *Logo design love: A guide to creating iconic brand identities*. New Riders.

Supplementary – Campaign planning

Katz, H. (2019). *The media handbook: A complete guide to advertising media selection, planning, research, and buying*, 7th edition. Routledge.

Bly, R. W. (2007). *The copywriter's handbook: a step-by-step guide to writing copy that sells*. Holt Paperbacks

Student Activity Model

