

**The Danish School of Media and Journalism**  
**Media Production and Management**  
**Course description**  
**Spring semester 2017**

**4. semester**

**Cross Media**

**ECTS: 10**

**Outline**

Cross Media Productions (CMP) are becoming increasingly important in all disciplines of strategic communication. Managing the convergence of various media channels and platforms is however still an evolving field of practice. How can you communicate a message clearly and consistent across: web, mobile, social and video? How do you exploit the various strengths of different media channels to attain synergy in a fashion that increases both reach and the lifetime of a campaign? How do you develop concepts, that offer the user a clear pay off for instance motivating a shift of traffic from social media to a company website? How do you use data insights to inform campaign decisions? These and many more questions are vital when planning Cross Media Productions and concepts.

**Aims**

The course aims at giving the student a qualified overview and understanding of the possibilities of interplay between media channels in regards to omnichannel marketing. Optimally the student will be able to analyze a company's maturity level in regards to cross media productions.

**Learning outcome**

In this course, you will gain an understanding the multiple aspects that tie into cross media productions i.e. in relation to omnichannel marketing. Including, but not limited to: A customer centric approach, the role of data and data analysis, the aspects of the different media channels and their interrelationship, basic online advertising and understanding KPI's, conversion tracking and other online marketing terminologies

**Skills**

Upon completing the course the student should feel confident in regards to planning strategic communication on multiple media channels. The should also be able to evaluate a cross media productions and understand the continuous improvement aspects of them, as well as spotting synergies between media channels for a given message. Finally, the student will be able to assess the omnichannel maturity of an organization.

**Methods**

The course is organized with the main focus on a chosen Case-company (or organization), where the students, in groups, operates through desk research and field research (with contact to the company / organization). During the course the students will obtain knowledge about cross media and be able to form opinions about how these might be implemented to support the company's purpose and communications needs. The students gradually build up their knowledge about the media strategy of the company ending with an exam report

suggesting concrete next steps for the company, if they are to improve their strategic usage of the omnichannel. Thus, it is the intention that the students each week performs data collection, research and possible interviews where the group gradually expanding their case description / project description. The specified literature should be seen as part of this research- and data collection process.

### Literature (to be purchased)

"Make it all about me, and I'll buy it!", Rasmus Houliind, Omnichannel Institute (2015), ISBN: 9788793412231 (print or ePub see: <http://omnichannelmarketing.dk/butik/>)

### Grading

The course is graded by the ECTS scale (7 scale), external censorship. Students have to submit a written group report and will be required to present and defend their report at an individual oral exam. The exam is 20 minutes duration including voting.

### Study activity

