

Promotion (20 ECTS)

Content:

- Internal/external business communication
- Campaign planning
- Graphic design
- Development of communication solutions
- Media selection
- Implementation and evaluation of communication efforts

Learning objectives:

The student shall have knowledge of:

- Branding / corporate branding
- The connection between internal and external communication
- Content marketing
- Engagement theory including Gamification
- SEO – search engine optimization
- Traditional medias – TV, radio, outdoor, print
- Digital medias
- Media strategy
- Campaign strategy and plan
- Internal and external data sources
- Pilot test of promotion

The student shall have skills in:

- Engage initial sales and long term relational sales
- Do situational analysis – internal and external
- Do the basics related to product branding
- Assess and use new promotional trends (guerilla marketing, content marketing, affiliate marketing)
- Develop basic graphic design outputs
- Use different tools to creative thinking
- Do basic online marketing
- Write Copywriting and create journalistic texts
- Evaluate communication efforts
- Do Project planning
- Be able to identify USP (unique selling proposition) - differentiation
- Identify target groups handle segmentation
- Do a sales pitch
- Incorporate internal communication when doing an external campaign
- Select relevant key performance indicators
- Incorporate social media – Facebook, Snapchat, Instagram, blogs in communication efforts
- Use online analytics tools (for example Google Analytics)

The student shall acquire competencies to:

- Do research related to sales
- Create design brief – company situation (positioning/competition), mission, vision, target group
- Create a campaign strategy including possible internal communication strategies
- Plan a campaign using project management tools
- Create a realistic budget
- Develop strategic content - message, graphics, text etc.
- Develop a media plan (traditional and online media genres) with integrated marketing as foundation
- Present the promotional solution to the customer
- Monitoring and evaluating a campaign
- Independently acquire new knowledge in the field

Examination:

Oral examination based on a written assignment.

In collaboration with a business or organization the students must present a campaign strategy focusing on a specific communication goal. The students must present the campaign as a sales pitch for the exam. It is a requirement that the students present their suggestions followed by a specific communication output (print, web page, social media, TV, Radio, cinema etc).

Before the exam the students must send an agenda for the meeting/exam (that will be conducted as a sales pitch situation) – one agenda sent to the teacher and one agenda sent to the business/organization the students has suggested the communication for.

Group examination total: 45 min.

Student presentation: 20 min.