

SKPM11, Strategic Communication: Strategic Brand Communication, 7.5 credits

*Strategisk kommunikation: Strategisk varumärkeskommunikation,
7,5 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2014-06-10 and was last revised on 2016-11-29. . The revised syllabus applied from 2016-12-01. , spring semester 2017.

General Information

The course is mandatory during the second semester within the Master of Science Programme in Strategic Public Relations, 120 credits and the Master of Science Programme in Strategic Communication, 120 credits. The course takes place in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to:

Knowledge and understanding

- demonstrate in-depth knowledge and understanding for brand communication as research field and communication practice,
- demonstrate in-depth knowledge and understanding for the historical emergence of brand communication strategy and its cultural, socio-economic and political condition and context,

Competence and skills

- demonstrate good ability to relate brand communication to contemporary societal issues,
- demonstrate good ability to engage in scientifically reasoned arguments concerning brand communication in speech and writing,
- demonstrate advanced skills in crafting and evaluating brand communication strategies in an international environment,
- demonstrate advanced skills in retrieving and managing peer-reviewed research content by means of information technology,

Judgement and approach

- demonstrate awareness of the ethical dimensions of brand communication, for example, the reproduction of cultural representations, such as gender and class, and sustainability issues related to environment, equity and social justice,
- demonstrate ability to critically analyse the role of brand communication from different perspectives including feminism, postcolonial theory, and Marxism.

Course content

The course covers key aspects of brand strategy to build strong brands, not only through the traditional channels, such as advertising and retail, but also how employees and new media are used to communicate the brand. The course considers the classic brand communication strategies, the critique against them, and the emerging cultural approaches to brand communication in the disciplines of marketing and media and communication studies. Throughout the course, the ideas and assumptions that form the basis of brand theory to be problematized. It also analyzes how cultural beliefs, such as the notions of gender and class, reproduced in brand communication.

Starting from the development of brand communication strategy in the context of the early ages of industrialised production, we will trace how the understanding of brands have changed historically. Brands have changed from being a distinguishing marker for products to becoming increasingly concerned with the management and control of culture, meaning and practice. A central question is how brand communication strategically can be controlled when a brand's meaning is constantly negotiated and contested. Given that culture and meaning may be seen as dynamic and contested, the idea of managing brand communication is problematised. During the course, participants will be able to work in groups to design and evaluate brand strategies.

During the course, a review of classical brand theory, criticism of it, and the cultural understanding of the brands that have recently emerged in the marketing and media and communication studies.

Course design

Teaching includes lectures, seminars and workshops. The course will be delivered in weekly lectures and seminars, which will enable the topic to be covered by both formal lectures and related discussions for deeper understanding. Active participation in seminars, workshops and guest lectures is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

Assessment

The course is examined through active participation in case- and discussion seminars, an oral and written presentation of a practice-oriented group assignment and an individual exam. The individual test consists of writing a scientific article on an open access journal. Seminars are exempted from the grading scale. In this case the grade awarded will be Pass or Fail

In connection with the course students are offered three examinations, a regular examination, a re-examination and one additional re-examination in mid-August. Within one year after the course, students are offered a minimum of two additional re-examinations. Thereafter, more examinations are offered but in accordance with current course content.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or F. The highest grade is A, and the lowest passing grade is E. The grade for a non-passing result is F for Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The course grade is determined by calculating the mean of the weighted grades of marked exams. Weighted grades are calculated by transforming the grade to numbers (A = 5, B = 4, C = 3, D = 2, E = 1), then multiplying the number with the credits (e.g. 3.5 credits, 4 credits) assigned to the respective element of the exam. To pass the course, the student must have received at least the grade E on all components of the course marked with the grading scale E – A, F, and pass all other components marked with the grading scale Pass – Fail, and participated in all compulsory components.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be eligible for the course the student must have passed at least 22,5 credits within the Master of Science Programme in Strategic Public Relations, 120 credits or the Master of Science Programme in Strategic Communication, 120 credits.

Subcourses in SKPM11, Strategic Communication: Strategic Brand Communication

Applies from V17

- 1601 Case, 0,0 hp
Grading scale: Fail, Pass
- 1602 Project, 3,5 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Individual paper, 4,0 hp
Grading scale: Fail, E, D, C, B, A

Applies from V16

- 1501 Case, 1,5 hp
Grading scale: Fail, E, D, C, B, A
- 1502 Individual paper, 3,5 hp
Grading scale: Fail, E, D, C, B, A
- 1503 Project assignment, 2,5 hp
Grading scale: Fail, E, D, C, B, A