



LUND
UNIVERSITY

Faculty of Social Sciences

KOMC51, Strategic Communication: Brand Culture, 7.5 credits

Strategisk kommunikation: Varumärkeskultur, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2020-12-08 to be valid from 2020-12-09, autumn semester 2021.

General Information

The course is a free-standing course. The course is given in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- analyze and describe theories and central concepts within the research field of brand culture,
- analyze the dialectical relationship between brand strategies and consumer culture,
- analyze and describe how brands change with historical and cultural shifts in society,

Competence and skills

- discuss and reflect on brands as cultural artifacts situated in time and space,
- apply different theoretical approaches to brands to understand how they gain meanings in different contexts,

Judgement and approach

- critically reflect over consumer culture as an ideological framework that governs the way brands are assigned meaning and used,
- reflect on how brand cultures reproduce social relations and power.

Course content

The aim of the course is to provide the student with theoretical knowledge of cultural perspectives on brands and brand cultures. The course traces the development of brands in relation to historical and sociocultural shifts in society. Emphasis is placed on brands as products of consumer and visual cultures.

Course design

The teaching is given in the form of lectures and seminars.

Participation in seminars is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Examination takes place through an individual take-home exam (4.5 credits) and three seminars (1.0 credit each).

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

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 grade for a non-passing result is 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.

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 on the course.

Entry requirements

For admission to the course, the student must have completed course requirements of at least 60 credits in a social science subject or the equivalent.

Oral and written proficiency in English equivalent to English 6/B (advanced) from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines. International students are exempted from the general entry requirement of proficiency in Swedish.

Subcourses in KOMC51, Strategic Communication: Brand Culture

Applies from H21

- 2101 Seminar 1, 1,0 hp
Grading scale: Fail, E, D, C, B, A
- 2102 Seminar 2, 1,0 hp
Grading scale: Fail, E, D, C, B, A
- 2103 Seminar 3, 1,0 hp
Grading scale: Fail, E, D, C, B, A
- 2104 Home exam, 4,5 hp
Grading scale: Fail, E, D, C, B, A