

SKOA34, Strategic Communication: Brand Communication, 9 credits

*Strategisk kommunikation: Varumärkeskommunikation, 9
höskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2014-11-25 to be valid from 2015-01-19, spring semester 2015.

General Information

The course within the main field of study strategic communication is a compulsory course during the other semester on the Bachelor's programme in strategic communication, 180 credits and the Bachelor's programme in strategic communication and digital media, 180 credits.

Language of instruction: Swedish

Component in English and other Scandinavian languages can occur.

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

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

Knowledge and understanding

- show knowledge of and be able to describe central concepts, methods and theories within marketing and brand communication
- demonstrate the ability to compare these concepts, methods and theories and identify differences between e.g. the functional and the symbolic paradigm within the branding literature
- demonstrate an understanding of how marketing communication and branding strategies can contribute to satisfy the strategic aims of an organisation

Competence and skills

- demonstrate the ability to apply the concepts of the subject, methods and theories,
- demonstrate the ability to account for branding strategies that concerns organisations, staff and locations,
- demonstrate the ability to define and describe basic marketing communication strategies through analyses of concrete cases,
- demonstrate the ability to through analyses discuss contexts and draw conclusions around the use of brand communication,
- demonstrate the ability to bring a theoretically based argumentation around different ways to work with brand communication,
- demonstrate the ability to produce a marketing communication plan or a brand strategy,

Judgement and approach

- demonstrate the ability to reflect on how the use of theories and methods influence analyses and conclusions
- demonstrate the ability independently to argue for and reflect on problem identification and solutions of brand problems,

Course content

In the course, basic perspective on marketing communication, marketing communication planning and brand communication are introduced. The course consists of three different components.

The first component consists of an introduction to marketing communication that presents basic theories of organisations communication with customers on a market.

The other component treat different brand communication strategies that an organisation can use to communicate with a target group achieve a clear positioning and strong position on a market. The discussion about branding strategies on consumer markets is extended to include strategies that concern organisations, staff and locations. Theoretical starting points, perspectives and concepts are related to problems in case studies that are used as basis for analysis. At case discussions, the student acquires skills in to in writing and argue for positions and solutions orally.

The third component is about marketing communication planning. Based on the earlier components about marketing communication and brand communication the students write a marketing communication plan or a brand strategy in which knowledge and skills from the earlier components are synthesised.

Course design

The teaching is given as lectures, case work, supervision, and seminar. Participation in case discussions and seminar are 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

The course is examined through three components: individual participation in case discussions, the writing a practical communication product (marketing communication plan or a brand strategy) and theoretical reflection in groups and an individual oral test.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year after the course has gone through a larger change or ceased are offered at least two additional examination sessions on the same course content. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

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

Grades

Marking scale: Fail, Pass, Pass with distinction.

For the grade Pass, it is required that the student satisfies the intended learning outcomes that are stated for the course. To pass with distinction, it been particularly required that the intended learning outcomes are well met.

From the grading scale above, the case discussions are excepted. As grade in this component, some of the terms passed been used or Failed. For the grade Pass, the student should show a sufficient results. For the grade of Fail the student must have shown unacceptable results.

To receive the grade Pass with distinction in the course, the grade Pass with distinction on the individual oral test is required.

At the start of the course, the students about the intended learning outcomes of the course syllabus are informed and and the grading scale and its application in the course.

Entry requirements

General requirements and studies equivalent of course English 6 from Swedish Upper Secondary School.

Further information

The course may not be included in degree together with SKOA83 Brand Communication, 7.5 credits.

Subcourses in SKOA34, Strategic Communication: Brand Communication

Applies from V15

1401 BRAND COMMUNICATION, 9,0 hp
Grading scale: Fail, Pass, Pass with distinction