

SKOC26, Strategic Communication: Brand Communication, 9 credits

Strategisk kommunikation: Varumärkeskommunikation, 9 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2018-12-10 (STYR 2018/1968). The syllabus comes into effect 2018-12-11 and is valid from the spring semester 2019.

General information

The course is a compulsory course during the second semester of the Bachelor Programme in Strategic Communication, 180 credits and of the Bachelor Programme in Strategic Communication and Digital Media, 180 credits. The course is offered in Helsingborg.

Language of instruction: Swedish

Components in other Scandinavian languages and English may be included.

Main field of study

Specialisation

Strategic
Communication

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 central theories, perspectives and concepts in brand communication,
- demonstrate an understanding of how brand communication can contribute to reach the strategic aims of an organisation,
- demonstrate an understanding of branding as cultural placement and brands as social phenomena,

Competence and skills

- demonstrate the ability to give an account of strategies for branding for both consumer products and private and public organisations,
- demonstrate the ability to apply theories and concepts in brand communication,
- demonstrate the ability to describe and discuss basic branding strategies through analyses of real cases,

Judgement and approach

- demonstrate the ability to independently argue, orally and in writing, for solutions of branding issues,
- demonstrate the ability to critically reflect on challenges of sustainability in brand communication .

Course content

The course introduces the student to basic theories, perspectives and concepts in brand communication. The course consists of three different components that treat strategies, challenges and dilemmas in branding in private and public organisations and brand communication of consumer products. The first component treats branding in private organisations from a management perspective. For example, strategic aims for vision, identity, image and culture are treated, and how different interested parties are involved and influence brand communication. The other component treats brand communication of consumer products based on both a management and consumer perspective. The management perspective concerns symbolic and functional brand strategies, brand capital and communication strategies. The consumer perspective addresses consumer culture, identity creating brand consumption and brand resistance. The third component treats branding in public organisations such as public authorities, municipalities, administrations and regions. For example, brand practices as management control in a changed media environment and how commercial interests are interweaved with policy in brand communication are studied.

During the course, theoretical starting points, perspectives and concepts to problem-based case studies that are used as a basis for analysis are connected. In case discussions, the student acquires skills in arguing, both in writing and orally, for positions and solutions. The view on communication in brand theory is treated continuously. The course addresses also challenges of sustainability in brand communication.

Course design

The teaching consists of lectures, guest lectures, workshops and case discussions. Participation in guest lectures 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

The assessment is based on:

- a case study about branding in private organisations (1.5 credits)
- a case study about brand communication of consumer products (1.5 credits)
- a case study about branding in public organisations (1.5 credits)
- an individual home exam (4.5 credits)

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of a major change to, or discontinuation of, the course. After that, the student is offered further examination sessions 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.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

The highest grade is A and the lowest passing grade is E. 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 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 grade for the entire course consists of the average grade of all assessed assignments (A = 5, B = 4, C = 3, D = 2, E = 1), divided by the number of credits awarded for each component. To pass the course, the student must have received at least E on all components assessed with the grading scale E - A, Fail and the grade Pass on all components assessed with the grading scale Pass/Fail as well as 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

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

Further information

To be admitted to the course, students must be admitted to the Bachelor of Science programme in Strategic Communication, 180 credits, or the Bachelor of Science programme in Strategic Communication and Digital Media, 180 credits.

The course may not be included in qualification together with SKOC21 Brand Communication, 9 credits.