



Faculty of Social Sciences

## **SKPM11, Strategic Communication: Strategic Brand Communication, 7.5 credits**

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

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2014-06-10 and was last revised on 2017-11-28. The revised syllabus applies from 2017-12-01, spring semester 2018.

### **General Information**

The course is mandatory during the second semester within 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,

### **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 and communicate strong brands. It considers the classical branding theories, the critique against them, and the emerging cultural approaches to brand communication in the disciplines of marketing and media and communication studies. The ideas and assumptions that form the basis of brand theory are problematized throughout the course.

Starting from the development of brand communication strategy in the context of the early ages of industrialised production, the course traces how the understanding of brands and branding 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 final meaning is determined by the public and subject to constant negotiation. Given that culture and meaning may be seen as dynamic and contested, the idea that brand communication can be managed is not without problems. An additional question concerns how cultural beliefs and stereotypes, such as the notions of gender, ethnicity and class, are reproduced in brand communication. During the course, participants will also actively work with designing and evaluating brand communication strategies and tactics.

### **Course design**

Teaching includes weekly lectures, seminars, and workshops, which will enable the subject 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 participation in a case- seminar, an oral and written presentation of a practice-oriented group assignment and an individual exam. The individual exam consists of writing a scientific article for an open access journal. The case-seminar is exempted from the grading scale and awarded the grades 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.

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

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 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.

## **Further information**

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

## 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