

Syllabus

1. Course name in Swedish	Aktuella frågor inom reklam och PR
2. Course name in English	Current topics in Advertising and PR
3. Higher Education Credits	3
4. Education level	Undergraduate
5. Main field of study	Business Administration
6. Syllabus valid from (semester)	ST2016
7. Approved by	Board of Education
8. Date of official approval	-
9. Adopted by	Samhällsvetenskapliga fakultetsnämnden
10. Date of adoption	-
11. Date of revision	-
12. Revised by	-

13. Justification for creating a new course

Not necessary to fill in.

14. Prerequisites and special admittance requirements

- 60 ECTS in Business Administration

15. Course content

The course introduces and explores current issues in the field of advertising and public relation, focusing mainly on the latest research topics and its socio-cultural outreach. The course familiarizes students with contemporary perspectives and the progress in the field, serving as a valuable complement to the basic traditional advertising, marketing and public relation course(s). More specifically, even if the course has a firm business administration outlook, the main focus of the course will lay on sociological, cultural and political application and implication. Students, both through individual and group assignments, are thus offered opportunities to further examine topics such as, among others, cultural advertising and design, socio-historical advertising and consumer culture research.

16. Learning outcomes

Intended Learning Outcomes

The overall aim of the course is to introduce students to recent research topics and insights into advertising and public relation, by both theoretically and empirically reflecting and analysing current commercial and non-commercial events

Upon completion of the course, students should be able to:

Knowledge and understanding

1. Account for new recent topics and insight into advertising and public relation
2. Illustrate the extent the recent topics and insights affect common mainstream understanding of advertising, marketing and public relation

Skills and abilities

3. Discuss, both orally and in written form, themes and topic introduced in the course
4. Ability to perform analyses, with the help theoretical concept and empirical cases, of current topics into advertising, marketing and public relation

Judgement and approach

5. Critically evaluate advertising and public relation role into the contemporary consumer society
6. Reflect upon the historical socio-cultural and political environment upon which contemporary advertising and public relation is grounded upon

17. Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload is 80 hours equivalent to 3 ECTS (40 hours per week equivalent to 1,5 ECTS).

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English.

18. Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks.

1. Individual final examination: assesses intended learning outcomes

- 1, 2, 3, 4, 5, 6; constitutes 60% of total course points.
2. Group presentations and oppositions: assesses intended learning outcomes 1, 3, 4; constitutes 15% of total course points.
3. Group assignments: assesses intended learning outcomes 1, 2, 3, 4; constitutes 25% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires at least 50 course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: less than 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

All assessment tasks are assessed on a 100-point scale.

Assessment tasks number 1 (individual essay) and 3 (group work) are assessed on a 100-point scale.

Assessment task number 2 (group presentation and opposition) is assessed on a 100-point scale in three intervals:

- Pass with distinction: 80% = 100 points.
- Pass: 50% = 50 points.
- Weak: less than 50% = 0 points.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result (at least 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved at least 50 course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved at least 50 course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for

the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.

- If less than 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.
- Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.
- In order to obtain a pass grade (A-E) students have to obtain a minimum of 50 points in the Individual Examination (student essay)

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives.

To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content
- apply course content;
- critically analyse course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade-level presupposes the abilities at lower levels.

A (Excellent)

The student demonstrates ability to evaluate and relate to the content of the course from

a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good)

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good)

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory)

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient)

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail)

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail)

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

19. Course literature and other teaching material

Required Reading

- A selection of academic articles and chapters (updated each semester, see the study guide).

Recommended Reading

- Book title.

20. Transition arrangements

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

21. Restrictions

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

22. Additional information

