



Faculty of Arts and Social Science
Cultural Studies

Syllabus

Communication planning - Cultural studies

Course Code:	KVGAKM
Course Title:	Communication planning - Cultural studies <i>Communication planning - Cultural studies</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
KSU (Cultural Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2015-03-11, and is valid from the Autumn semester 2015 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

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

- describe the theoretical foundations of communication planning and its function in relation to the stated objectives of culture organisations, and
- plan, perform and evaluate a communication initiative in terms of organisational goals.

Content

The theoretical foundations of communication planning and its function in culture organisations are treated along with the practical planning, performance and evaluation of communication initiatives in terms of organisational goals.

Reading List

See separate document.

Examination

Assessment of learning outcomes is based on individual and group hand-in assignments that are presented and discussed at mandatory seminars.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.