



Faculty of Economic Sciences, Communication and IT
Media and Communication Studies

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 4 April 2007, and is valid from the Spring semester of 2008 at Karlstad University.

Course Code: MKGA49

Web Communication, 15.0 ECTS Credits

(Webbredaktörens arbete, 15.0 Swedish credit points)

Degree Level: Bachelor

Progressive Specialisation: G2F (First cycle, has at least 60 credits in first-cycle course/s as entry requirements)

Language of Instruction

The language of instruction is Swedish but some components may be in English

Prerequisites

Media and Communication Studies 60 ECTS cr.

Major Field of Study

MKA (Media and Communication Studies)

Learning Outcomes

Upon completion of the course students should be able to

- give examples of the usefulness of the web as a means of communication,
- apply communication strategies via the Internet,
- explain how website content is planned, structured and designed, so called content management,
- understand and consider legal and technical aspects of web publishing, and
- master target-audience oriented writing skills for web publishing.

Content and Form of Instruction

The course centres on web communication in organisations. Students acquire basic skills in web building and web editing. The course includes intranet and website analysis, technical and legal aspects of web publishing, communication strategies and writing exercises. Throughout the course, students are involved in a communication project requiring continuous web publishing.

Reading List

See separate document.

Examination

Examination is in the form of groupwork, written exam or take-home exam. Participation in application exercises and groupwork is mandatory.

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 assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

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.

The course may be included as an elective course in the media and public relations and media and communication programmes.

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