



Faculty of Arts and Social Science
Media and Communication Studies

Syllabus

Web Communication

Course Code:	MKGA49
Course Title:	Web Communication <i>Webbredaktörens arbete</i>
Credits:	15
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

Major Field of Study:
MKA (Media and Communication Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-02-04, and is valid from the Autumn semester 2016 at Karlstad University.

Prerequisites

Media and Communication Studies 60 ECTS cr. with at least 45 credits completed at the course start

Learning Outcomes

Upon completion of the course students should be able to

- give an account of the usefulness of the web as a communication channel,
- apply communication strategies via the web,
- explain how website content is planned, structured and designed,
- demonstrate understanding of and reflect on the legal and technical aspects of web publishing, and
- master target-audience oriented writing skills for web publishing.

Content

The course centres on web communication in organisations. Students acquire basic skills in web building and web editing. The course includes 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

Assessment is based on group and individual hand-in assignments.

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 and Master levels at Karlstad University stipulate the obligations and rights of students and staff.