



Faculty of Arts and Social Science
Media and Communication Studies

Syllabus

Strategic digital communication

Course Code:	MKGB62
Course Title:	Strategic digital communication <i>Strategic digital communication</i>
Credits:	30
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

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

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2015-09-10, and is valid from the Spring semester 2016 at Karlstad University.

Prerequisites

Admission to the programme Media and Communication: Visual Communication and Design (SGMKV-SGVK).

Media and communication studies 30 ECTS cr from the courses MKGA02 Introduction to Media and Communication studies 15 ECTS cr, MKGA03 Text, Communication and Organisation 15 ECTS cr, MKGA61 Visual Communication and Design I 30 ECTS cr, MKGB61 Visual Communication and Design II 30 ECTS cr, or equivalent.

Learning Outcomes

Module 1

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

- give an account of communication strategies for different target groups and communication channels,
- evaluate the importance of the brand name to strategic communication in terms of media and marketing theoretical perspectives,
- apply critical and societal perspectives to marketing, brand name and the brand naming process with a focus on digital media,
- give an account of the design process and design methods for creating strategic and target group adapted communication campaigns, and
- apply communication strategies, the steps in the design process and digital narration in the production of a communication campaign.

Module 2

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

- give an account of different research methods used in media and communication studies,
- give an account of the steps in the research process,

- identify and give reasons for one or several methods being suitable for exploring a research problem in media and communication studies

Module 3

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

- problematise ethical issues in research and development,
 - critically review and assess research design, method application and research results in media and communication studies, and
- design and carry out a minor research study.

Content

The course comprises three modules:

Module 1 Strategic digital communication, 15 ECTS cr

The module deals with marketing as well as media theoretical perspectives on brand names and communication campaigns and productions in digital communication, with an emphasis on digital communication strategies and the design of strategically tailored campaigns and production. Design methods and interactive narration are applied to ensure creative and target group adapted results in a changing mediascape.

Module 2 Research Method, 7.5 ECTS cr

Students study the different steps of the research process and methodological problems involved in investigations in media and communication studies. Different methods related to the steps of the research process are introduced with an emphasis on research design, data collection methods and presentation of results rather than analysis. Ethical issues of relevance to research and development are treated. The module provides many opportunities for practical application.

Module 3 Independent Project, 7.5 ECTS cr

Students develop skills in independent academic pursuit by writing an essay in a chosen problem area with an emphasis on research design and methods application. Supervision is only provided for the duration of the course. Reregistered students are offered additional supervision if circumstances permit.

Reading List

See separate document.

Examination

Module 1 is assessed on the basis of individual hand-in assignments discussed in mandatory seminars, a group project and a written exam.

Module 2 is assessed on the basis of group work, presented orally and in writing in mandatory seminars and an individual hand-in assignment, presented orally and in writing in mandatory seminars. Performing as peer reviewer is also mandatory.

Module 3 is assessed on the basis of a group work resulting in an independent research paper, presented and discussed in a mandatory seminar. Performing as peer reviewer is also mandatory.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course. The grade of Distinction is awarded to students who have earned this grade for 16 of the 30 course credits.

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.