

PUBLISHED COURSE ANALYSIS



Publishing date: 2023-08-18

A course analysis has been carried out and published by the course convener.

The Karlstad University evaluation tool is owned by the Professional Development Unit and is managed by the systems group for educational administration.

Strategic Communication and the Analytical Organisation, 7.5 ECTS cr. (MKGA93)
Course convener: Christian Ritter

Basic LADOK data

Course Code: MKGA93
Application Code: 40364
Semester: VT-23
Start Week: 202318
End Week: 202322
Pace of Study: 100%
Form of Study: Campus

Course Data

Number of questionnaires answered: 0
Number of first registrations^[1]: 16

Changes suggested in the course analysis of the previous course date:

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1. The contents and structure of the course has supported the achievement of the learning outcomes



- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

2. The assessments included in the course have given me the opportunity to demonstrate my achievement of the learning outcomes



- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

3. My workload (including scheduled activities and independent work) during the course has been



- A) 40 hours per week or more (or 20 per week or more for courses given as half-time studies, 10 hours or more for cour
- B) Between 30 and 39 hours per week (or between 15 and 19 hours for courses given as half-time studies, or between 8
- C) Between 20 and 29 hours per week (or between 10 and 14 hours for courses given as half-time studies, or between 5
- D) Less than 20 hours per week (or less than 10 hours per week for courses given as half-time studies, or less than 5 h

4. During the course, I have experienced the reception from teachers and other staff as professional



- A) To a very large extent
- B) To a large extent
- C) To some extent
- D) To a little extent or not at all

Analysis based on course evaluation, including comments fields. If information has been collected in other ways, it should also be analysed here. Any effect of joint courses should be commented

on.

The course was evaluated in an open discussion in its final session. Overall, students seem to be satisfied with the balance between the theories discussed by lecturers and the practical elements of the course. However, some students struggled to find the compulsory literature of the course in the library as new editions were released. Many students appreciated the fact that they could choose between political campaigns and brand campaigns in the final assignment.

Suggestions for changes to the next course date.

The reference list needs to be updated to reflect the recent editions of the textbooks and it needs to be verified which versions exist in the library.

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1. **Number of first registrations for a course:** First registration = the first time a student registers for a specific course.