

## Syllabus

for course at second level

**Kommunikation: strategiska och kulturella perspektiv**  
**Communication: strategic and cultural perspectives**

**7.5 Higher Education Credits**  
**7.5 ECTS credits**

<b>Course code:</b>	PR4321
<b>Valid from:</b>	Autumn 2025
<b>Date of approval:</b>	2025-06-26
<b>Changed:</b>	2025-07-01
<b>Department:</b>	Stockholm Business School
<b>Subject group:</b>	Media and Communication Studies
<b>Specialisation:</b>	A1N - Second cycle, has only first-cycle course/s as entry requirements
<b>Main field:</b>	Advertising and Public Relations

### Decision

Finalized by: Fredrik Nordin, prefekt vid Företagsekonomiska institutionen, 2025-06-26

### Prerequisites and special admittance requirements

Bachelor's Degree comprising of 180 higher education credits and English 6, or equivalent.

### Course structure

Examination code	Name	Higher Education Credits
T432	On-campus Examination	4.0
G432	Group assignment	3.5

### Course content

Marketing communication is a collaboration between different target groups and organizations with a business purpose. However, marketing communication also occurs in a society and is rooted in values, culture, and social categories. Marketing/Strategic communication both influences and is influenced by cultural forces as well as foundational aspects of communication studies.

This course introduces students to fundamental theoretical concepts within communication and the application of these principles for effective marketing communication. The conceptual background introduced during the course will be used to problematize and critically analyze various phenomena, trends, and changes in modern society, culture, and business.

The purpose of the course is on the one hand to deepen your knowledge of fundamental models and theories of communication as means and resources in contemporary culture and business, and on the other hand to introduce and critically reflect on typical and central empirical manifestations of communication instances as expressions of culture in society at large.

## **Learning outcomes**

Upon successful completion of this course, the student shall be able to:

### *Knowledge and understanding*

1. Demonstrate understanding of how communication theories can be used as cultural resources for strategic communication between services, organizations, and consumers.

### *Skills and abilities*

2. Demonstrate the ability to independently apply and argue for various theoretical communication concepts in practice, both orally and in writing, in accordance with academic standards.

### *Judgement and approach*

3. Demonstrate the ability to analyze and critically reflect on communication as an ideological framework to understand how companies, consumers, and other stakeholders use it to create meaning in markets and society at large

## **Education**

The teaching consists of lectures, seminars, and group work, and requires a significant amount of self-study from the students. The teaching takes place on campus, supplemented with digital resources.

Attendance at seminars is mandatory. A maximum of one seminar can be compensated by successfully completing a supplementary assignment (see the study guidelines for details).

The teaching is conducted in English.

For more detailed course information, please refer to the course's study guidelines, which will be published on the learning platform no later than four weeks before the course starts.

## **Forms of examination**

### **\*\*a) Examination Methods\*\***

The course is assessed through the following weighted examination tasks:

Mandatory:

1. Individually written exam: on campus (written exam), assesses expected learning outcomes 1-3; constitutes 55% of the total course points, 4 credits.

2. Group project: research paper and presentation, assesses expected learning outcomes 1-3; constitutes 35% of the total course points, 3.5 credits.

Optional:

3. Individually written texts: assesses expected learning outcomes 1-3; constitutes 10% of the total course points.

Examination tasks 1-2 are graded A-F. Each examination task is weighted in relation to its significance in the overall assessment of the course. The student's results from the various examination tasks are added to a total course score which is then converted into the final grade for the course. The examination is conducted in English.

For a student who has a certificate from Stockholm University with a recommendation for special educational support, the examiner can decide to adjust the teaching, provide an adapted exam, or allow the student to take the exam in an alternative way.

## **b) Grading Scale**

The course uses a seven-point grading scale:

A = Excellent

B = Very Good

C = Good

D = Satisfactory

E = Sufficient

Failing Grades:

Fx = Fail, minor additional work required

F = Fail, significant additional work required

## **c) Grading Criteria**

**A (Excellent)** The student demonstrates excellent ability to evaluate and apply communication theories as cultural resources to empirical phenomena from a comprehensive, critically reflective, and ideological perspective, as well as to argue and justify this orally and in strong academic writing.

**B (Very good)** The student demonstrates very good ability to evaluate and apply communication theories as cultural resources to empirical phenomena from a comprehensive, critically reflective, and ideological perspective, as well as to argue and justify this orally and in very good academic writing.

**C (Good)** The student demonstrates good ability to apply and discuss communication theories as cultural resources to empirical phenomena from a coherent critical reflective and ideological perspective, as well as to argue and justify this orally and in good academic writing.

**D (Satisfactory)** The student demonstrates a satisfactory ability to apply and discuss communication theories as cultural resources on empirical phenomena from a coherent critical reflective and ideological perspective, as well as to argue and justify this orally and in satisfactory academic writing.

**E (Sufficient)** The student demonstrates a sufficient ability to discuss communication theories, assignments, and complex issues addressed in the course in a way that is clearly one-dimensional.

**Fx (Fail, some more work required)** The student's knowledge, skills, and abilities show minor deficiencies, overall or in essential parts.

**\*\*F (\*\*Fail, much more work required)** The student's knowledge, skills, and abilities show greater deficiencies, overall or in essential parts.

#### **d) Final Grade**

For a passing final grade in the course, at least 50 credits are required, a minimum grade of E on both mandatory examinations, full attendance at seminars, and a completed group assignment presentation. If special reasons exist, the examiner may grant the student an exemption from the obligation to participate in certain mandatory teaching or to complete mandatory examination tasks. The student may then be assigned a replacement task. The points from the examination components are summed to give a credit score between 0 and 100. Each examination component is weighted in relation to its importance and significance for the overall course examination. Principles for translating grades for mandatory components to points are stated in the study instructions. Total credit points are translated to final grades as follows: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 0-44. Standard rounding rules apply. Examination tasks that are not submitted on time will not be assessed.

#### **e) Failing**

For each course session, two examination opportunities for examination component 1, the written exam, are normally offered. Examination component 2 is conducted, for resource reasons, only at one regular occasion per course session. Students who fully participate in the regular occasion but do not achieve a passing grade are offered the opportunity to complete it during the term.

A student who does not participate in the regular occasion is referred to completing the component in its entirety at a later course session; the same applies to those who have not submitted an approved supplement as mentioned above.

A student who does not achieve a passing grade after the two regular examination opportunities of the course loses any points earned from voluntary examinations and is referred to re-register for a later course session. A re-registered student may participate in the voluntary examination components subject to availability. Exceptions to the rule that voluntary examination points are forfeited after one semester may be granted if the student presents a written certificate (e.g. a medical certificate).

Applications for exceptions should be submitted to the program director immediately after, or well in advance before the date when the examination task takes place if there is planned absence. A granted exception ceases to apply at the end of the following semester. A student who has failed an exam twice in a row by the same examiner has the right to request another examiner for the next exam unless there are specific reasons to the contrary. The request is made to the program director.

A student who has passed an examination may not undergo a new examination or complete a previously incomplete voluntary examination component in order to raise their grade. A passing grade cannot be changed to a failing grade at the student's request.

### **f) Supplementary Tasks**

There is no possibility of supplementing an Fx grade to a passing grade in this course.

### **Interim**

When the course syllabus is discontinued, students have the right to be examined once per term under the current syllabus during a phase-out period of three terms.

### **Limitations**

The course may not be included in a degree alongside another course whose content fully or partially overlaps with this course.

### **Misc**

Re-registration is possible subject to availability.

The current reading list will be available on the course webpage at least two months before the course starts.