

Syllabus

for course at first level

Research Methods in Advertising and PR
Forskningsmetoder i reklam och PR

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	PR3522
Valid from:	Autumn 2022
Date of approval:	2016-03-07
Changed:	2021-10-25
Department	Stockholm Business School
Main field:	Advertising and Public Relations
Specialisation:	G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Decision

This syllabus was approved by the Educational Committee of Stockholm Business School, Stockholm University, 2016-03-07. The last revision was approved by the head of department at Stockholm Business School 2021-10-25.

Prerequisites and special admittance requirements

120 HE credits of which 45 credits from Advertising & PR I and II, or the equivalent.

Course structure

Examination code	Name	Higher Education Credits
3522	Research Methods in Advertising and PR	7.5

Course content

The course focuses business studies approaches and methods, literature studies, applications of theories and concepts and the reviewing of business research within marketing. Learning activities consist of lectures, seminars, group projects, academic writing and individual readings. The lecture series addresses issues related to the topics problematization, literature review, methodology and method, case study research and academic writing. The seminars are devoted to writing, discussing and applying these themes.

Learning outcomes

The overarching aim of the course is to provide basic insights into business studies, its methodologies and methods, and in the use of its theories and concepts; creating thereby a scientific basis for writing a bachelor's thesis.

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

Knowledge and understanding

1. Demonstrate insights into business studies: problematization, theoretical studies and its application, different scientific approaches and methods.

Skills and abilities

2. Demonstrate ability to problematize theories in business studies and/or business practice.
3. Demonstrate ability to identify, discuss and justify various ways of using theories and concepts within business studies.
4. Demonstrate ability to identify, discuss and justify various ways of using research approaches and methods within business studies.
5. Demonstrate accuracy and rigor in terms of language use, academic formalities and specified time frames.

Judgement and approach

6. Demonstrate ability to evaluate business research considering societal aspects.

Education

The teaching consists of lectures, seminars and group work, and requires a significant portion of self-study on the part of students.

The course workload is 200 hours, equivalent to 7,5 higher education credits.

The language of instruction is Swedish and English.

The teaching mainly takes place on campus but some online elements may occur.

For more detailed information, see the study guide, published on the learning platform when the course commences.

Forms of examination

a) Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Research proposal written in groups (the re-sit is written individually): assesses intended learning outcomes 1–6; constitutes 45% of total course points.
2. Individually written exam: assesses intended learning outcomes 1–6; constitutes 35% of total course points.
3. Individually written review of an academic article: assesses intended learning outcomes 1–6; constitutes 10% of total course points.
4. Seminary attendance and review written in groups: assesses intended learning outcomes 1–6; constitutes 10% of total course points.

The examination is conducted in Swedish and English.

If the student has a certificate from Stockholm University with a recommendation for special support, the examiner has the opportunity to give an adapted test or let the student complete the test in an alternative way.

b) Grading scale

Grading takes place according to a criterion-referenced seven-point grading scale:

A = Excellent

B = Very good
C = Good
D = Satisfactory
E = Sufficient
Fx = Failed, some more work required
F = Failed, much more work required

c) Grading and assessment criteria

Grading criteria

The course's grading criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. A higher grade-level presupposes the abilities at lower levels.

A (Excellent)

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good)

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good)

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory)

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient)

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail)

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail)

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Assessment criteria

The course's assessment criteria, which serve as support for the assessment of the course's assessment tasks, are announced at the start of the course.

d) Final grade

The course comprises 0–100 course points. A passing grade (A–E) in the course requires that all learning outcomes are met, at least 50 course points and at least 50 points from individual assessment tasks.

The scale for the final grade is tied to fixed score intervals: A: 90–100; B: 80–89; C: 70–79; D: 60–69; E: 50–59; Fx: 45–49; F: 0–44. The grades correspond to the total course points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course. Current rounding rules are applied (0,5–0,9 course points are rounded up to the nearest higher, full course point).

Each assessment task is awarded 0–100 points. The points from an individual assessment task are multiplied by its percentage weight, constituting its course points. The course points for all assessment tasks are summed up to a total score between 0 and 100 course points. The total score is translated into a corresponding course grade A–F.

Assessment tasks 1, 2 and 3 are assessed on a 100-point scale.

Assessment task 4 is assessed on a 100-point scale in three intervals:

- Attendance at all seminars and completed review assignment: 100 points.
- Absence from 1 seminar and completed review assignment: 50 points.
- Absence from 2 or more seminars: 0 points.

For more information on how the assessment tasks are assessed, see the study guide.

The student is responsible for completing the course's assessment tasks, that a sufficient amount of course points is earned and a passing course grade is obtained. If a passing course grade is not obtained during the course's first scheduled occasion, the course's weightiest assessment task can be taken at the course's second scheduled occasion, with retained course points from the course's other assessment tasks. All other assessment tasks are offered once during the course.

If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E. If less than 45 course points are achieved, a grade F is obtained.

A student who after the course's two regular exams does not obtain a passing grade lose the course points obtained and is referred to re-register at a later course instance.

Re-registration implies that first-time registered students have priority access to the course's group registration.

Exemption from an assessment task is granted if the student presents a written certificate (e.g. a medical certificate), whereupon the student may re-sit the assessment task at a later date decided by the head of course, and while maintaining previously acquired course points.

The application for exemption should be submitted to the director of studies immediately after, or during planned absences well before the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

e) Failed grades

For each course instance, two examination opportunities are normally offered. If during an academic year, a course instance is missing, at least one examination instance is offered.

A student who has received the grade F on an examination twice in a row by one and the same examiner have the right to have another examiner appointed at the next examination, unless there are special reasons to the contrary. The request is made to the director of studies.

A student who has received a passing grade on an examination may not retake the examination or complete a previously not completed assessment task to achieve a higher grade. A passing grade cannot be changed to a failing grade at the student's request.

f) Supplementary assignments

The head of course provides a supplementary assignment for a student who receives the grade Fx. The following applies:

- Shortcomings of an understanding nature can only be assessed against the grade E.
- As a rule, the assignment must be submitted within a week after the course results have been announced, unless otherwise agreed with the examiner.
- If a complementary task is not completed within this time limit, the course grade Fx is confirmed.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Misc

The course is included in Bachelor's Programme in Market Communication (GI).

Required reading

Course literature and other teaching materials are specified on the course's webpage no later than two months prior to the course commences.