

Syllabus

for course at advanced level

Project work
Projektarbete

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	PR5023
Valid from:	Autumn 2018
Date of approval:	2018-04-16
Department	Stockholm Business School
Main field:	Advertising and Public Relations
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This syllabus was approved by the Board of Education at Stockholm Business School, Stockholm University, 2018-04-16.

Prerequisites and special admittance requirements

At least 52,5 HE credits from semester 1 and 2 on the Master's Programme in Marketing Communication and Fashion (IHR).

Course structure

Examination code	Name	Higher Education Credits
5023	Project work	7.5

Course content

The aim of the course is for the students to synthesize the knowledge acquired during the previous semesters in the Master's Program in Marketing Communication and Fashion and apply them in a practical context to analyze a problem situation for an organization and provide suggestions for potential solutions. Special emphasis is placed on the application of theories in the subjects Marketing and Advertising & PR.

The course emphasizes that students can apply different theoretical perspectives to a given problem. Emphasis is also placed on allowing students to anchor their analyzes in the situation of the organization under study, so that the potential solutions outlined are reasonable from a resource perspective.

Learning outcomes

Intended Learning Outcomes

The overall aim of the course is that the students should synthesize the knowledge acquired during the previous semesters and apply them in a practical context.

On successful completion of the course students should be able to:

Knowledge and understanding

1. Understand theories and concepts in the subjects of Marketing and Advertising & PR as discussed by relevant literature.

2. Explain the practical meaning of theories and concepts in literature relevant to the subject.

Skills and abilities

3. Investigate and analyze marketing challenges against a background of theories and concepts in literature relevant to the subject.

4. Use theories and concepts in literature relevant to the subject in order to solve marketing challenges in a practical context.

Judgement and approach

5. Create and visualize effective marketing solutions, as well as be able to argue for selected approaches.

6. Assess and be able to reflect on the appropriateness of different marketing solutions and different approaches.

Education

The course consists mainly of a larger group work conducted in project form throughout the course. In addition, lectures, seminars, supervision and written assignments are included.

The course workload is 200 hours equivalent to 7,5 ECTS (40 hours per week equivalent to 1,5 ECTS).

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

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. Group work project report: assesses intended learning outcomes 1–5; constitutes 50% of total course points.
2. Individual written report: assesses intended learning outcomes 6; constitutes 40% of total course points.
3. Active seminar participation; assesses intended learning outcomes 1–5; constitute 10% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires ≥ 50 course points. 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: 45. The grades correspond to the total score 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.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

Assessment tasks 1 and 2 is assessed on a 100-point scale.

Assessment task 3 is assessed on a 100-point scale in two intervals:

- Pass: 50% = 100 points.
- Weak: 50% = 0 points.

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. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result (≥ 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved ≥ 50 course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved ≥ 50 course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.
- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment 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. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematise course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. 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.

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

Exemption from an assessment task is granted if the student presents a valid reason and a written certification (such as illness and a medical certificate), whereupon the student may re-sit the assessment task at a later date while maintaining previously acquired course points.

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.

Required reading

There is no specific course literature for this course, students are expected to use relevant literature from previous courses during the education. Students are also expected to search for additional literature in cases where they deemed this to be suitable.