

Syllabus

for course at advanced level

Advanced Research Methods in Advertising and PR
Avancerade forskningsmetoder i reklam och PR

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	PR5521
Valid from:	Spring 2022
Date of approval:	2021-11-08
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 has been approved by the head of department of Stockholm Business School, Stockholm University 2021-11-08.

Prerequisites and special admittance requirements

Bachelor of science 180 HE credits, English 6, or equivalent

Course structure

Examination code	Name	Higher Education Credits
5521	Advanced Research Methods in Advertising and PR	7.5

Course content

The course aims to provide the student with knowledge of scientific methods and to be preparatory for essay writing at master's level in advertising and PR. The goal is that the student after completing the course should be well acquainted with various quantitative and qualitative methods to be able to conduct empirically based scientific research in the social sciences. In the course, the student acquires knowledge of how scientific methodology can be chosen and performed from different research perspectives and with regard to research questions. The course deals with the following main areas:

The course provides in-depth knowledge of:

- Scientific approaches
- Method selection and research design
- Quantitative methods
- Qualitative methods
- Academic writing
- Research ethics

Learning outcomes

The overall aim of the course is to help the student develop such understanding, skills and attitudes as are required to methodologically carry out an empirical research project.

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

Knowledge and understanding

1. Demonstrate the ability to understand and compare different scientific methods and approaches.

Skills and Abilities

2. Demonstrate the ability to choose a methodology and carry out an empirical study to answer a research question.
3. Demonstrate the ability to analyze collected data in order to draw empirical and theoretical conclusions.

Evaluation ability and approach

4. Demonstrate the ability to evaluate research based on scientific criteria and ethical principles.

Education

The course consists of a combination of lectures, seminars, group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

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

The language of instruction is English.

Teaching takes place mainly on campus.

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. Assessment task 1: Written individual exam: examines learning objectives 1–4; constitutes 60% of total course points
2. Assessment task 2: Seminar participation, group assignments and group presentations: examines learning objectives 1–4; constitutes 40% of total course points.

The examination is conducted in 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) requires at least 50 course 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.

All assessment tasks are assessed on a 100-point scale.

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;
- the highest weighted individual assessment task can be re-assessed without attendance at any of the course's other learning activities and without course points from the course's other assessment tasks are accredited.

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 taken two examinations in a course or course component without obtaining a pass grade is entitled to the nomination of another examiner, unless there are special reasons to the contrary. The request is made to the director of studies.

Students who have received the lowest grade E may not undergo a re-examination for higher grades.

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 tasks which are not submitted on time are not assessed.

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.
- Simpler deficiencies of a formal nature can be assessed against the entire grading scale.
- As a rule, the assignment must be submitted within a week after the course results have been announced by the head of course.
- If a complementary task is not completed within this time limit, the course grade F 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 part of Master's Program in Marketing Communication 120 credits.

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.

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.