

Syllabus

for course at first level

Advertising Strategy
Reklamstrategi

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	PR2531
Valid from:	Spring 2023
Date of approval:	2022-06-23
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 head of department at Stockholm Business School, Stockholm University 2022-06-23.

Prerequisites and special admittance requirements

15 credits from Advertising & PR: Basic Management 7,5 cr, Advertising & PR: Basic Marketing 7,5 cr, Advertising & PR: Basic Accounting 7,5 cr, Legal Perspectives on Market Communication 7,5 cr; or equivalent.

Course structure

Examination code	Name	Higher Education Credits
2531	Advertising Strategy	7.5

Course content

The focal subject of this course is advertising, broadly defined as market communications. Based on theories and models explaining how people process and react to advertising, the course addresses how organizations can plan, commission and execute advertising campaigns to achieve desired effects. Mainly, but not only, the course covers advertising sent from companies and targeted at consumers.

The managerial perspective puts great emphasis on strategy as well as tactics, and most importantly on the interplay between these levels.

The strategic part departs from the view that advertising can strengthen a company's brand and sales, in the short term as well as in the long term. At this level, marketing research and analysis are emphasized and the course also tackles the role of advertising in society and advertising resistance among consumers. The tactical part focuses on how advertising should be designed at a concrete craft level, when it comes to, for example, creativity, media choice and specific messaging strategies.

Learning outcomes

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

Knowledge and understanding

1. Demonstrate ability to understand and explain the theories and models, relating to the effects of advertising, which the course covers.

2. Demonstrate ability to explain and illustrate elementary advertising concepts.

Competence and skill

3. Demonstrate ability to analyze advertising in the light of theories and models within the field.

4. Demonstrate ability to apply theories and models covered in the course to a practical advertising context.

Judgement and approach

5. Demonstrate ability to value and reflect on alternative approaches from strategic, social and ethical perspectives.

6. Demonstrate ability to formulate and argument for a chosen approach.

Education

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

The oral presentation of assessment task 2 is compulsory and takes place on campus. The course director provides a written supplementary assignment for a student who has participated in the written part of assessment task 2 but has not participated in the oral presentation. When supplementing assessment task 2, the following applies:

- As a rule, the supplementary assignment is submitted one week after the course is finished.
- Approved supplementary assignment means that the student receives the same score as the other group members.
- Unapproved supplementary assignment means that the assessment task is awarded 0 points.

The language of instruction is Swedish.

The teaching takes place mainly at campus, but partly also on distance.

For more detailed course information, see the study guide, published on the learning platform no later than one month before 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. Individual written examination: assesses intended learning outcomes 1-6; constitutes 70% of total course points.
2. Group work including a written report and an oral presentation: assesses intended learning outcomes 3-6; constitutes 30% of total course points.

The examination is conducted in Swedish.

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, 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.

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

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 and obtaining a passing grade. If a passing grade is not obtained, the student can re-sit assessment task 1 once and the result added to the course points already acquired during the course. Assessment task 2 is offered only once.

If 45–49 course points are achieved, a grade Fx is obtained. If less than 45 course points are achieved, a grade F is obtained.

A student who does not obtain a passing grade on the regular exam or the re-sit exam loses the course points obtained and is referred to re-register at a later course round.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- a students can re-sit assessment task 1 to obtain a passing grade without attending the course's learning activities or other assessment tasks.

If there are special reasons, the examiner may grant the student exemption from the obligation to participate in certain compulsory teaching or completion of compulsory parts. The student can then be assigned a compensation assignment.

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.

Assessment tasks which are not submitted on time are assessed with maximum 50 points.

f) Supplementary assignments

The grade Fx is not possible to complete.

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 the bachelor programme Marketing Communications (GI), 180 credits.

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.