



COURSE SYLLABUS

Communication, Advertising and Market, 7.5 credits

Kommunikation, reklam och marknad, 7,5 högskolepoäng

Course Code: LKRK11	Education Cycle: First-cycle level
Confirmed by: Director of Education May 6, 2021	Disciplinary domain: Social sciences
Valid From: Aug 23, 2021	Subject group: FE1
Version: 1	Specialised in: G1F

Type of instruction

The teaching is normally conducted in Swedish, but can occasionally be in English.

Prerequisites

Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

Registration of examination:

Name of the Test	Value	Grading
Take-home exam	3.5 credits	U/G/VG
Case study seminar: group work with presentation	2 credits	U/G/VG
Case study - individual written assignment	2 credits	U/G/VG

Course literature