



## COURSE SYLLABUS

# Market and Media, 7.5 credits

*Marknad och medier, 7,5 högskolepoäng*

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|--------------------------------------------------------|-------------------------------------------------------------|
| <b>Course Code:</b> LMMK11                             | <b>Education Cycle:</b> First-cycle level                   |
| <b>Confirmed by:</b> Director of Education May 6, 2021 | <b>Disciplinary domain:</b> Social sciences                 |
| <b>Valid From:</b> Nov 1, 2021                         | <b>Subject group:</b> MK1                                   |
| <b>Version:</b> 1                                      | <b>Specialised in:</b> GIF                                  |
|                                                        | <b>Main field of study:</b> Media and Communication Science |

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### 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 |
|-----------------------------------------------|-------------|---------|
| Group Assignment About Organisation and Brand | 1 credit    | U/G/VG  |
| Group Assignment, Campaign Analysis           | 1 credit    | U/G/VG  |
| Group Assignment, Press Conference            | 1 credit    | U/G/VG  |
| Group assignment, Final Written Report        | 3 credits   | U/G/VG  |
| Individual Annotation of the Learning Process | 1.5 credits | U/G/VG  |

### Course literature