

Danish School of Media and Journalism
Visual Communication - Creative Communication

PR Driven Communication

Spring 2025

4th semester

Duration: (30 ECTS)

Objective

The students will develop strategic and creative integrated communication solutions. During this course, the students learn to align messages, creative work and media choices into original and coherent communication campaigns. The students are required to work across a diverse range of media. The students will reflect on the different approaches from storytelling and storydoing. What is the potential in orchestrating brand initiatives using storydoing, SoMe and user involvement to drive organic PR.

The students are trained to analyse a problem and make strategic choices in relation to the market, positioning, message, target groups and sender, and to present argumentation for choices and communication solutions.

The result is integrated, creative communication tasks in which the students demonstrate competences in solving tasks in concept development and modern integrated communication.

Media choices must have a unique creative treatment in accordance with said media.

Pedagogical and didactical approach:

The learning activities in this course are based on the core principles of Reflexive Practice-Based Learning (RPL; see the study regulations). The course will combine lectures and self-study. There will be exercises and assignments completed individually and in groups. Students will learn to connect theoretical reflection with practical actions and to reflect on and incorporate relevant theory and knowledge

specific to their field of study. This aims to enable students to justify and qualify their actions and choices.

The programme is structured in a combination of self-study, theoretical discussions, lectures, and group work. Both mandatory and voluntary oral feedback is given to students on assignments. Assignments are solved in groups and presented to the class where lecturers – external and staff – and the students give oral feedback. This is then reflected upon on an individual basis.

Learning outcomes

Students should gain knowledge of:

- Strategic positioning
- Audience analysis and selection
- Creative media planning and creative strategy
- Methods for developing ideas and concepts for cross-media campaigns
- Social Web Dynamics
- Content Creation
- Experience Design
- Case Video

Students gain skills in:

- Methodical work with target groups, brand values, media selection and strategy
- Developing communication campaigns with consistent art direction and tone of voice
- Product- and event development
- Digital Media
- Presentation of digital and/or analogue concepts in self explanatory case video format

Students will acquire competencies in:

- Solving complex communication problems
- Developing overall advertising concepts and strategies
- Working methodically with target groups, brand values, media selection and strategy
- Formulating creative briefs based on own research
- Developing creative ideas for specific design and communication problems to be executed as integrated campaigns in multiple relevant media
- Working with digital design aspects
- User involvement
- Ideating concrete initiatives based on the unique characteristics of a given brand
- Creating campaigns across owned, paid, and earned media
- Acquiring an understanding of and work with the features and ecosystems of social media platforms
- Applying journalistic criteria for newsworthiness
- Produce finalized, self-explanatory case videos

Learning Resources:

Literature provided:

Compendium with excerpts from relevant theory and methodology, including:

Buch-Madsen, Kim et al. (2017). "Marketingmodeller"*

Fanth, Jacob & Gaarde Andreassen, My (Ed.). (2018) "Professionel Kommunikation"*

Guiraud, Pierre (1975). "Semiologi"*

Hestbæk Andersen, Thomas & Smedegaard, Flemming (2012). "Diamanten – en model til kommunikationsplanlægning"*

Linaa Jensen, Jakob & Tække, Jesper. (2018). "Sociale Medier"*

Sandvik, Kjetil. (2018). "Tværmedial Kommunikation"*

Paul, Kemp-Robertson et al (2018), "The Contagious Commandments"

Stengel, Jim, (2011) "Grow"

Alexander Faxøe & Lone Tvedergaard Bach (2023), "Creative Impact"

D&AD New Blood Briefs 2025

*Summaries and supplementary material available in english

Literature – Freely available

<https://www.dandad.org/en/d-ad-new-blood-awards/>

<https://lovetheworkmore.com>

Exam prerequisites:

Fulfillment of exam prerequisites is a requirement for the student to be able to participate in the course exam. Exam prerequisites may include compulsory attendance, compulsory participation, group work, assignments, presentations, presentations, etc. Failure to fulfill exam prerequisites means that the student has lost an exam attempt.

Mandatory attendance:

Physical attendance at school is compulsory on all school days. If, in exceptional cases, there is no physical attendance obligation for teaching or learning activities, this is indicated with an "FF" (voluntary attendance) in the itslearning system.

Compulsory participation:

Participation in group work and supervision is compulsory.

Remedial options: In case of legal absence, remediation applies.

Substitute assignments: Absence from teaching and learning activities can be replaced with one or more assignments if the teacher deems it possible. If the student's absence from teaching and learning activities is deemed excessive in relation to the course content and learning objectives, the course must be repeated.

Examination:

Assessed using the 7-point grading scale and external grading.

Examination form: The course concludes with a creative solution and a report in which the student documents his or her competencies to independently analyze,

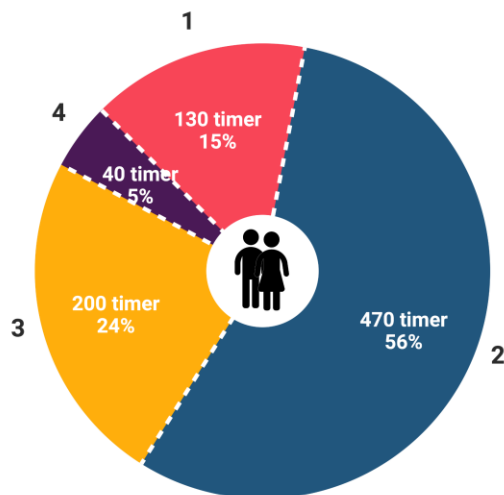
assess, document, and solve communication problems. 30-minute oral exam, grading included (+10 minutes for 2-person group exams).

Students are assessed individually. The assessment reflects an overall evaluation of the creative solution, the academic argumentation, and the oral presentation.

Studieaktivitetsmodellen

PR Driven Communication

840 timer i alt
30 ECTS points
17 uger



Kategori 1

Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Kategori 2

Undervisere har hovedansvaret for rammesætning af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Kategori 3

Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Kategori 4

Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Godkendt DTM, 17.01.2025