

Emnerapport / Course report ved / at Infomedia #64

Emnekode / Course code	MEVI304
Emnetittel / Course title	Strategic communication
Semester	Høst2022
Emneansvarlig / Course coordinator	Maryam Alavi Nia
Sist evaluert (semester / år) / Last evaluation (semester / year)	2022

Hva er emnets undervisnings- og vurderingsform? / What are the teaching methods and forms of assessment used in the course?

Forms of work and teaching
Lectures and/or seminars.

Student presentations are usually included as part of the teaching
During the semester, students must make presentations in plenary.

Approved work requirements are only valid during the teaching semester.
Forms of assessment
The exam consists of three parts.

Preparation of a practical strategic task (eg strategic statement, communication plan or similar).
Oral presentation of the practical assignment.
Report on the practical assignment.
Parts 1 and 2 count for 25 percent each in the exam assessment. Part 3 is 50 percent

The exam can be group-based or individual. The group-based exam has two models you can choose between. You can complete all three parts as groups. Or you can complete parts 1 and 2 as a group and part 3 as an individual task.

Evalueringemetode(er) / Form of evaluation	Practical task, oral presentation, report
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Emneansvarligs evaluering / The course coordinator's evaluation

I was not the sensor for most of the submissions as the students could deliver in Norwegian and I could only grade the ones delivered in English (only 1). However, I could see the grades given by the other sensors and it seems that they were in line with my diagnostic evaluations of the students throughout the semester. The grades of the students' oral presentations mainly fall within the range of B. Given the amount of practice and supervision we had throughout the course of this subject, this was an expected result.

Mål for neste evalueringsperiode - forbedringstiltak? / Goals for the next evaluation period - what can be improved?

From what I could see in the only student's report I graded, I will need to work more on the students' academic writing skills and their ability to incorporate theory into their reports.
Their practical tasks and oral presentations were up to standard, but I doubt that their written reports met the same standard.