

## CIGN Module Descriptor

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**Title of Module:** International Cross-Media Project

**Module ID:** -

**Credits** (national system): 8 hp                      **ECTS:** 8 credits

**Responsible Institution:** Linköping University, Institute of Technology

**Module Coordinator:** Tomas Törnqvist

**Module Type:** practice based course

**Language:** *English*

### Prerequisites:

Eligible students should have at least

- introductory level understanding of general marketing communication theory and practice
- medium level skills in graphic design and communication including media design and production.

### Summary of Module:

The module is focused on practical explorations in market communication projects across national, cultural and traditional media boundaries. It will emphasize visual expressions but also touch on other modalities, trans- and cross-media storytelling and other relevant alternative media strategies and tactics.

The main assignment includes planning and carrying out a cross-boundary group project in an international marketing context with partly distributed work and frequent usage of ICT.

This assignment is based on briefs and requirements emanating from real-life clients and situations.

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### Learning Outcomes:

After completing the course the students shall be able to:

- analyse client briefs and communication strategies
- perform creative communication planning and creative briefing with a regard to culture and society
- design and produce concepts and cross-/trans-media design solutions aiming at a defined context
- outline and motivate a cohesive and coordinated market communication effort ("campaign") across boundaries
- present and motivate cross-boundary design solutions based on explicit knowledge relevant for the target

### Learning Objectives:

Theoretical Principles	10%
Analyses	20%
Conception	20%
Realization	50%

### Specialist Skills:

- Level 1: recognize & reproduce
- Level 2: comprehend & apply
- Level 3: compare & evaluate
- Level 4: connect, deepen & develop

**Module Delivery Method(s):** blended learning

### Learning & Teaching Activities:

Mini lectures , links to web-based material and required readings as seminar preparation  
Independent self-studies  
On-line seminars to present and discuss  
On-line tutoring  
Group project

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### Learning Material:

For the knowledge part:

Filmed mini lectures and/or other web-based material

Books, compendia and articles

For the production part:

Instructions and hand-outs

Media production equipment, provided by students' home institutions

A well-functioning learning platform for gathering and sharing

### Indicative Resources / Obligatory Readings:

List of suggested and required readings within the following areas:

- advertising and media planning in an international and/or intercultural context
- brand communication in intercultural context
- user manuals and tutorials

Obligatory textbook (preliminary): "Global Marketing and advertising - Understanding Cultural Paradoxes" by Marieke de Mooij

### Feedback and Assessment Method(s):

Tutoring sessions (on-site and/or on-line) for the hand-in assignments

Project presentation and critique seminar (combined on-site and/or on-line)

Written individual reflection report 2 ECTS with Fail/Pass grading

Hand-in assignment (project, media and presentation) 6 ECTS with A-F grading

### Costs of Subscription:

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