

COURSE REPORT – Summary of course evaluation

Background information (To be completed by the course administrator)

Course LADOK code: KK629A	Scope (hp): 15
Course title: Media Strategies and Methodologies	
Course coordinator: Tobias Denskus, Josepha Wessels	Number of registered students: 39
Semester in which the course is conducted: HT24	
Is the course an independent course, programme course or contract course? If the course has been completed within a programme, enter the programme name. HACFD23h	

Forms of evaluation and feedback (To be completed by the course coordinator)

Formative course evaluation, for example dialogue during the course (optional)	Approx. number of students who participated in formative course evaluation(s): 5-10
Summative course evaluation (obligatory) <input checked="" type="checkbox"/> Only via Canvas <input type="checkbox"/> Canvas and other form <input type="checkbox"/> Only other form (written and/or oral)	Number of students who participated in the summative course evaluation: 18

Student's perspective (To be completed by the course coordinator)

<p>Summary of the students' oral and written feedback:</p> <ul style="list-style-type: none"> The course was taught for the first time, the original course coordinator went on unexpected sick leave at the beginning of the semester and their involvement was not properly replaced during a planned sabbatical during the second half of the semester; despite these challenges more than 60% of the respondents graded the course as good-very good on the five-point scale The blog exercise divided opinions ("The group blogging task was a highlight of the course") and critical comments dominated the feedback on this core part of the course A majority of respondents enjoyed the interview exercise-but did not like its integration into the group blog Some students highlighted a lack of clarity on assignment instructions and course structure

Teacher's perspective (To be completed by the course coordinator)

<p>Summary of the teacher's views:</p> <ul style="list-style-type: none"> The course was taught for the first time, the original course coordinator went on unexpected sick leave at the beginning of the semester and their involvement was not properly replaced during a planned sabbatical during the second half of the semester The course is a revised merger of two previous 7.5hp courses and integrating the core elements of both courses into a new coherent 15hp course will require more time
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- While taking the critical feedback seriously, the evaluation confirmed some of the strengths of the course from teacher's engagement to the reading lists, group interactions and overall achievement of students' learning goals

Action plan (To be completed by the course coordinator)

The underlying analysis and the action plan should be based on a summary of the students' individual course evaluations, views from teachers in the course and the knowledge development in the research field. If identified problems are left without action, this should be motivated.

The following changes are planned in the short and long term:

WHAT should be done, WHO should do it and WHEN should it be done?

- The original course coordinator will revise Canvas pages, clarify and update assignment instructions and will take a lead during the first part of the course HT25; these revisions will take place with the support from ComDev colleague, including a new full-time colleague who will join the team in August 2025
- The research methodologies part of the course and the media strategies/media production/new media parts of the course will be separated more clearly
- The group blog exercise will be revised into a group media production exercise
- Students will submit the interview assignment as a traditional individual written assignment
- Ongoing smaller changes will include an updated literature list, revised core and guest lectures and adjusting the course to a significantly larger student group than HT24

Remember to orally feedback the results of the course evaluation to

- the students who have completed the course evaluation
- the students of the next course round, i.e. the next time the course is given