



## **Berghs Advanced**

Berghs Advanced is a study-abroad semester for international students who want a sharp set of communication tools before entering work life. The program is designed as a top-up for students coming from schools of communication, arts, business, and technology. During one semester, students of different disciplines dive deep into practical communication courses and work on both fictive cases and real-life briefs. At the end of the program, the students have gained new and applicable skills, they have developed their portfolio, they have worked on their own communicative leadership, and they are ready to apply for an internship or work.

### **Level**

Berghs Advanced is a professionalizing semester for students who are at the end of their academic studies and wish to gain professional communication skills before entering work life. The program is dedicated to students with university-level subject knowledge. It is designed for undergraduate students in their final year of studies, or for graduate students coming from School of Communication, School of Art, Business Schools, and Institutes of Technology.



## **Format**

Berghs Advanced is an intense full-time semester, averaging 15 hours of classes each week.

Berghs estimate an additional workload of at least 15 more hours each week, invested in own study and collaborative projects. Berghs also offers additional tutoring hours and engages students in side projects.

Fall Term 2018 starts on September 24, 2018 and ends on December 14, 2018.

## **Language**

The teaching language is English. Students are expected to interact and participate in English.

## **Pedagogy**

Berghs Advanced uses Berghs' unique action-based pedagogy. Our students learn not only from theories in the classroom, but they also get to apply taught theories in a practical way. Through working with cases, both fictive and real life clients, our students are able to test models, tools, and apply their learning to client work. They develop their individual skills in a hands-on manner, and they understand processes too, as they are constantly trained to collaborate across disciplines.

All courses are delivered by active industry professionals. The quality of the course is guaranteed by Berghs Faculty: this is a permanent team of Program Directors and Learning Developers who select the best instructors from the industry and provide them with the necessary pedagogical support.



## **Examination**

In order to complete the course, participants must attend a minimum of 80% of the classes and must successfully deliver on all assignments.

Upon completion of the program students receive their final certificate. Berghs School of Communication issues an individual certificate reporting the students' grades. The certificate is not a diploma but can be used to transfer the courses from Berghs Advanced into the student's curriculum of origin. Berghs uses a simple grading scale (zero to one hundred) to facilitate the conversion.

## **Accreditation**

Applicants who are enrolled at another institution can submit the present document to their International Office for accreditation. Berghs' partner schools may have pre-accredited the program, or parts of the program.

Applicants who are not enrolled at any school can still participate, provided that their level is adequate.

## **Application**

Berghs processes each application individually looking at various criteria such as overall CV, academic level, English level, motivations and ambitions expressed in the personal letter, work samples. We give priority to applications coming from students currently enrolled at one of our partner universities. Successful applications are followed by an interview. After a successful interview Berghs sends an offer letter, the student has normally one week to accept or decline the offer.



## Course Content

**Berghs Advanced consists of four mandatory courses that all students attend and one elective course. The four core courses are:**

**The Future of Marketing**, The course is built upon Berghs 2017 trend report and provides students with the latest successful cases from the global communication industry. Cases are deconstructed in class to extract the key ingredients of effective, future-proof communication. The students apply their learning to new projects and understand the principles behind marketing communication that really speak to people.

Key takeaways:

- Inspiration around the latest successful cases in marketing communication
- Ability to deconstruct projects and extract practical tools from them
- Ability to apply tools to your own communication work.
- Toolkit for enhancing relevance in messaging.

**Idea & Concept Development** teaches students to harness their creativity for professional work. Guided by a professional Creative Director, the students find both inspiration and structure for their creative work and are pushed to develop their ideas to the fullest. The course consists of a series of playful assignments and rational exercises where ideas grow into concepts.



Key learning:

- Inspiration and discipline for creative work
- Ideas versus long-term concepts
- The creative process, tools and techniques
- Storytelling and narrative
- Concept testing for long-term sustainable communication
- Art direction
- Idea presentation and feedback

**Prototyping.** This is a hands-on course where Berghs' unique pedagogy joins forces with the Stockholm start-up world. The students learn the key stages of the service design process directly from top professionals and apply their tools to prototype their own ideas.

The course uses the lean startup methodology and an iterative process to launch and implement real products.

Key project phases:

- Introduction to the lean methodology
- The idea. Find a problem worth solving
- The user. Identify the target user and define the project scope
- The Prototype. How to build a draft, how to test it and implement it
- The MVP. The process of building a minimum viable product, basic yet fully functional
- The launch. The user feedback, testing and implementation.



**Pitch.** The course helps the students to sell their creative work and focuses mainly on two aspects: how to make great presentation material and how to deliver the perfect pitch.

The students work with a series of projects and learn how to build strong cases across different media. They also work on their performance as presenters and learn how to pitch their ideas in different professional situations.

Key learning:

- How to formulate messages that stick
- How to enhance the core idea in a project
- How to use storytelling to sell ideas
- How to back up your case before presenting it
- How to pitch your ideas and sell it to different audiences
- How to showcase your creative work

**Students also choose one of the following electives:**

**UX Design** teaches students how to optimize the design of digital content for better performance and usability, rather than just esthetic. The course teaches the key principles of user-experience design and provides students with a toolbox for improving the efficiency of digital products and deliver a better experience to the user.

Key learning:

- Principles and terminology in user experience design.
- Tools: user tests, personas, wireframes, responsive design
- Methods: lean and agile
- Cases: multiple applied projects



**Data-Driven Strategy.** Modern professionals need to master analytic tools and understand data to set strategies. The purpose of this course is to provide the students with an overview on digital strategy and the necessary practical tools to work on digital projects.

Key content:

- The digital ecosystem and everything you can measure within it
- Google Analytics
- Social media measurement: Facebook, Instagram YouTube and more
- Media buying on social media: how it works.
- ROI and implementation
- Digital strategy and growth hacking.

## Contacts

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