Berghs Advanced

Full program description

Bridge the gap between studies and your career!

Berghs Advanced

Berghs Advanced is a full-time communication course for international students, delivered on-site at Berghs in Stockholm, that bridges the gap between your studies and your future career. This add-on semester is packed with cases and real-life projects. Learn new tools and apply them to practical projects, while working on your communicative leadership skills. The program is designed for international students, coming from schools of communication, arts, business, and technology. We offer a cross-disciplinary approach, all courses are delivered by active industry professionals, they are low on theory and very high on practice. At the end of the semester, you gain practical communication skills that can be used to start your career.

Level

Berghs Advanced is a professionalizing semester for students who have already completed higher academic studies and wish to gain professional communication skills before entering work life. It is designed for students coming from for example schools of communication, schools of art or design, business schools, and institutes of technology.

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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.

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 schools. Relevant applications are followed by an interview. After a successful interview, Berghs sends the applicant an offer letter. The accepted student usually has one week to accept or decline the offer.

Course Content

Berghs Advanced consists of four core courses and one elective course.

The Future of Marketing (core course)

This course is built on Berghs' trend report and provides students with the latest successful cases from the global communication industry. Students deconstruct cases and apply learnings to new projects, understanding current trends and the underlying principles of communication that really speaks to people. Focus will be on understanding the most important insights, tools and trends shaping the communication industry in the years to come. Learning outcomes:

· Understand how transparency, diversity, equality and sustainability affect the communication landscape.

· Understand the basics of behavior science, design thinking and business intelligence and how they apply to the communication process.

· Be knowledgeable about the most awarded communications cases from 2017–2019 and what makes them stand out.

· Understand how to use and apply a Canvas structure to the strategic and/or creative process.

· Be able to spot trends and add them to a strategic and/or creative brief.

Idea & Concept Development (core course)

This course guides students into the creative process, so that it becomes both a planned and structured exercise without too much panic, as well as a fun and explorative journey to reach the best, most creative and sustainable ideas and concepts. This involves both team work and individual assignments to have opportunity to stretch the creative muscles when it comes to generating ideas, judging what ideas are worthwhile and how to proceed, receiving feedback on an individual basis as well as receiving and giving feedback within the team. Learning outcomes:

· Have tools to answer a creative brief and work within a creative process

· Better be able to judge what are good ideas and fruitful concepts

· Understand and master the techniques of storytelling and concept development

· Receive and give feedback in a constructive way
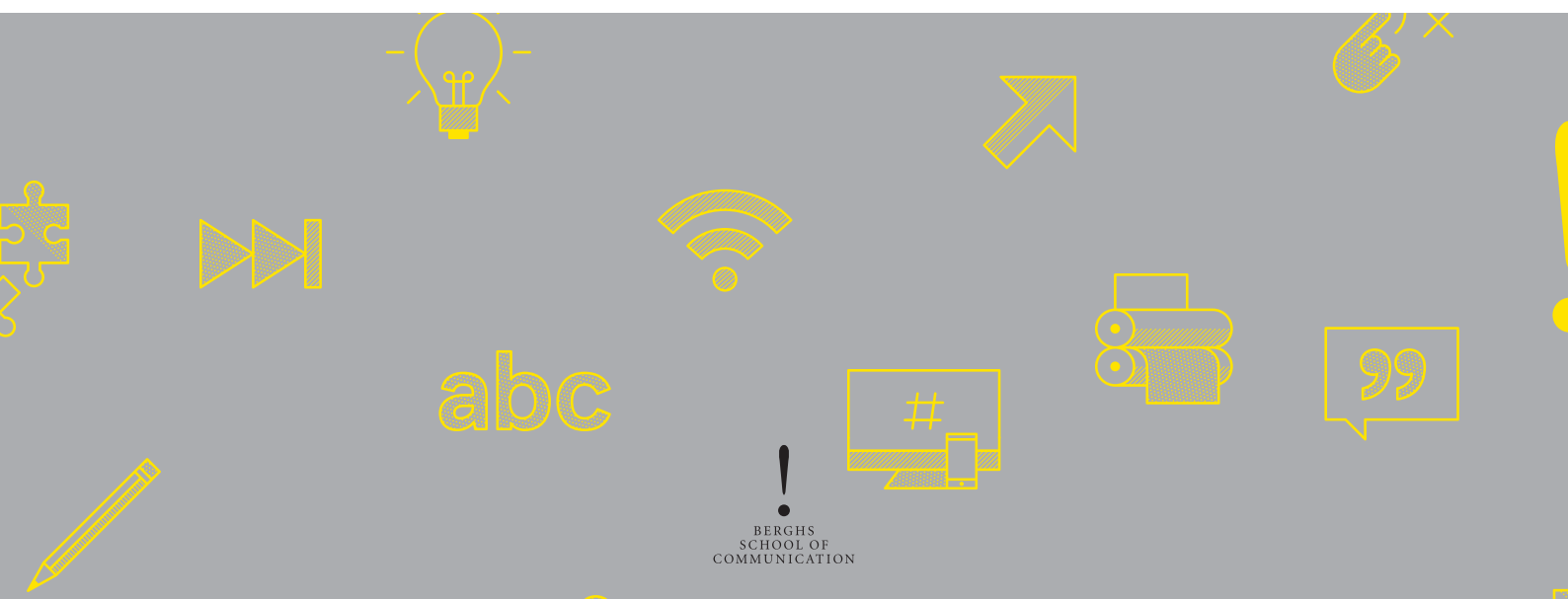
Prototyping (core course)

Prototyping is a vital part of the design thinking process where ideas come to life. Building prototypes at low-cost is the best risk-averse way to get your ideas into the hands of the people to "build the right thing before you build it the right way". This is an intensive, hands-on learning experience that will equip students with tools for how to prototype products, services, interactions, and environments. Through a series of lectures and exercises, students learn and practice low-fidelity prototyping techniques and how to apply principles from design thinking to solve human-centric challenges. Learning outcomes:

· Understand the basics of design thinking.
· Understand the basics of design sprints.
· Understand the basics of rapid prototyping.
· Insight in different prototype methods and formats.
· Hands on practice in low-fidelity prototyping.

Pitch (core course)

This course helps 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. Learning outcomes:

· Understand the power of a good pitches and how they work
· Develop a deeper understanding of the psychology of communication
· Craft and present memorable narratives
· Understand the cultural context of your pitch
· Understand when and how to use supporting material
· Understand what you and your audience want
· When and how to interact with your audience
· Get and hold an audience's attention
· Develop their confidence in public speaking
· Enjoy presenting their ideas
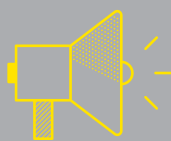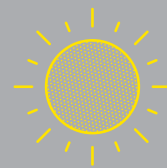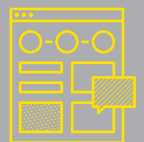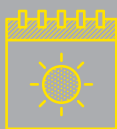
UX Design (elective)

This course 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. Learning outcomes:

- 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 (elective)

Here students are provided with an overview on digital strategy and the necessary practical tools to work on digital projects. It also introduces students to mastering analytic tools and how to understand data to set strategies. Learning outcomes:

- 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.

Contact information

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