

COURSE SYLLABUS



Marketing Communications

Course code: MKT 202

Term and year: Spring 2026

Day and time: Tuesdays 8:00-10:45

Instructor: PhDr. Ladislava Knihova, Ph.D., MBA

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Consultation hours: Tuesdays, 10:45-11:15; Tuesdays 14:00-14:30

Credits US/ECTS	3/6	Level	Bachelor
Length	15 weeks	Pre-requisite	MKT 248
Contact hours	42 hours	Grading	Letter grade

1. Course Description

The course will thoroughly guide students to understand the specific marketing objectives certain organizations plan to achieve and how the different promotional tools and communication channels can be utilized to achieve them successfully. The initial question as to WHY such objectives should be attained is then followed by WHICH media and promotional tools are adequate to be combined. The core marketing strategy of segmentation, targeting, differentiation, and positioning will be briefly discussed to grasp further which media tools are appropriate. The concept of Integrated Marketing Communication (IMC) will be discussed and applied. Both traditional and non-traditional media channels will be identified, including their advantages and disadvantages.

After having discussed what is to be achieved through marketing communications, the latter part of the semester will be dedicated to HOW marketing communications are created and applied in reality. Individual and group projects based on current case studies allow the students to develop real Creative Briefs and a Communication Plan for a real company and its assigned marketing objective(s). Emphasis will be placed on comprehending theoretical concepts and applying creativity to truly encompass all the elements related to Marketing Communications. Lastly, the latest trends in media, consumer behavior, and marketing will be discussed, as well as the social implications these developments have for society. After completing this course, students should be able to identify a marketing objective and create a sound Communication Plan integrating the latest trends.

Throughout the course, selected sessions will incorporate discussions of how artificial intelligence supports and transforms marketing communications, creativity, media planning, and customer engagement.

Student Learning Outcomes

Upon completion of this course, students should be able to:

- Identify different marketing objectives and how they may be achieved through the correct mixture of Communication channels and Promotional tools.
- Comprehend and apply strong strategic frameworks within which to make appropriate IMC decisions.

- Comprehend and have a clear understanding of Traditional and Modern Mass Media and their role today.
- Understand the concepts and theories of Integrated Marketing Communications (IMC) so that strategy and concept go hand-in-hand with tactics and implementation.
- Apply the ability to find solutions to a variety of media problems; analytical skills.
- Design an IMC plan for a specific brand, including a tactical offer.
- Implement an IMC Strategy using a brief template and across media from online to offline.
- Gain a workable knowledge of implementing a Media and Communications Plan.
- Be able to apply specific tools and approaches to common marketing communications challenges.

2. Reading Material

Required Materials

- Main Textbook:
Marketing Communications: Fame, Influencers and Agility.
Chris Fill; Sarah Turnbull, 9th edition, 2023, Harlow, England ; New York: Pearson. ISBN 978-1-292-40031-0. Individual chapters needed are to be found in the complete version uploaded in NEO – Reading Materials
- Scientific Articles:
Mohd Amin, M. R., Asbi, A., Sivakumaran, V. M., Kim, J., & Septiarini, E. (2025). Artificial Intelligence (AI) adoption in marketing strategies: Navigating the present and shaping the future business landscape. *Social Sciences & Humanities Open*, 12, 102048. <https://doi.org/10.1016/j.ssaho.2025.102048>
👉 *Strategic and managerial foundation* for AI in marketing.
Vangelov, N., Vrabie, C., Petkova, D., & Lyubenov, L. (2025). Editorial: Artificial intelligence in the context of marketing communications. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1714230>
👉 *Conceptual and disciplinary framing* of AI specifically in marketing communications.

Recommended Materials

- **Advertising and Promotion: An Integrated Marketing Communications Perspective,**
George E. Belch, Michael A. Belch, 13th edition, McGraw-Hill/Irwin, 2023
- **Advertising and Promotion: An Integrated Marketing Communications Perspective,**
6th edition, 2004
- **Marketing Communications,**
Lynne Eagle, Stephan Dahl, Barbara Czrnecka, Jenny Lloyd, Routledge, 2015
- **How to Write a Marketing Plan: Define Your Strategy Plan,**
John Westwood, 7th edition, 2022
- **The Creative Brief: Everything You Need to Know**
Article: <https://business.adobe.com/blog/basics/creative-brief>

Additional Reading

- Dave Fleet, *Strategic Communications Planning – Your comprehensive guide to effective strategic corporate communications planning* 2008, (DaveFleet.com),

this **free e-book**, available at:

<http://davefleet.com/2008/08/strategic-communications- planning-a-free-ebook/>

- The Journal of Marketing Communications,
<http://jimc.medill.northwestern.edu/JIMCWebsite/site.htm>
- BrandChannel (by Interbrand): brandchannel.com
- BrandForward: brandforward.com
- McKinsey & Company (McKinsey Quarterly): mckinseyquarterly.com
- MIT Sloan Management Review
- Harvard Business Review
- Prophet Strategy: prophet.com
- BuildingBrands: buildingbrands.com
- Discover the world's most valuable brands:
<https://www.kantar.com/Campaigns/BrandZ/Global>
- Brand Keys Research: brandkeys.com
- MOOCs from Coursera and LinkedIn Learning
- <http://www.trendhunter.com/trends/salvation-army-querrilla-campaign>
- Available in AAU library:
The National Bestseller:
Paco Underhill, *Why we buy*, Simon & Schuster Paperbacks, 2009

3. Teaching methodology

The course will be taught in a very interactive manner using current issues and having students analyze case studies, present a specific IMC plan for a chosen product or service, learn specific experiences from guest speakers and possibly attend a class trip to a marketing-related event or company to make the subject as relevant and understandable as possible. **Active participation** in class discussions is highly supported and mandatory since training communication skills is crucial in the real marketing world. Specific projects will be in groups since almost all real media and marketing communication projects are coordinated in teams. Using computers and telephones during class is highly forbidden unless used for class purposes and specified by the teacher.

4. Course Schedule

Date	Class Agenda
Week 1 Feb 03	<p>Topic: Course introduction, assignments, and organizational matters An Introduction to Integrated Marketing Communications</p> <p>Description: Why does Marketing Communication matter in today's competitive business landscape? We will explore how effective communication strategies, leveraging various media channels and promotional tools, contribute to achieving key marketing objectives.</p> <p>Reading: <i>Advertising and Promotion, An Integrated Marketing Communications Perspective</i>, 13th edition, McGraw Hill – Ch. 1</p>

<p>Week 2 Feb 10</p>	<p>Topic: Introducing communication The Scope of Marketing Communications</p> <p>Description: Marketing communications plays a vital role in how organizations engage their audiences, convey value, and build relationships. This session introduces the foundational concepts of marketing communications, including its scope, purpose, and tasks, as well as the importance of context and engagement. We will explore how tools, media, and content come together to create impactful campaigns that inform, persuade, and differentiate.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: <i>Marketing Communications, Pearson, 2023 - Ch. 1</i></p>
<p>Week 3 Feb 17</p>	<p>Topic: The Communication Process Communication: Theory, Interactivity and Influencers</p> <p>Description: This session explores the communication process and its application to marketing communication. It introduces key theories, such as linear, interactional, and dialogic models, highlighting their relevance to modern marketing. The role of interactivity, influencers, and word-of-mouth communication in shaping consumer engagement is examined. We will gain insights into how relational communication fosters connections between brands and audiences, translating theory into actionable marketing practices.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: <i>Marketing Communications, Routledge, 2015 - Ch. 2</i> <i>Marketing Communications, Pearson, 2023 - Ch. 2</i></p>
<p>Week 4 Feb 24</p>	<p>Topic: Integrated Marketing Communications (IMC)</p> <p>Description: This session focuses on Integrated Marketing Communications (IMC), exploring its importance in creating cohesive and consistent brand messaging across various channels and touchpoints. Key topics include the forces driving IMC, the integration of tools, media, and messages, and strategies for developing effective IMC programs. The main promotional tools (Advertising, Direct marketing, Personal Sales, Public Relations, and Sales Promotion) will be briefly discussed. We will learn how IMC ensures synergy between marketing efforts to enhance audience engagement and build strong brand value. In-class IMC plotting activity.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: <i>Marketing Communications, Pearson, 2023 - Ch. 8</i></p>
<p>Week 5 Mar 03</p>	<p>Topic: The Role of IMC in the Marketing Process Marketing Communications: Strategies and Planning</p> <p>Description: WHAT are market segmentation, targeting, differentiation, and positioning (STDP), and HOW do they relate to Marketing Communications. (Another initial step before a proper Integrated Marketing Communications plan can be pre-planned.) Further, the topic explores the strategic and planning aspects of marketing communications. It introduces frameworks for developing effective strategies, including audience targeting, platform</p>

	<p>selection, and integration of communication tools. Students will learn how to align marketing communication plans with business objectives to achieve measurable results. Introduction to how AI can support segmentation, targeting, and message planning.</p> <p>Deadline: CW1: Individual "What's Newz" presentation. Deadline: Quiz (in class)</p> <p>Reading: <i>Advertising and Promotion, An Integrated Marketing Communications Perspective</i>, 13th edition, McGraw-Hill/Irwin, 2023 – Ch. 2 <i>Marketing Communications, Pearson, 2023 – Ch. 5</i></p>
<p>Week 6 Mar 10</p>	<p>Topic: Understanding How Marketing Communications Work: Models and Impact</p> <p>Description: This session explores how marketing communications work, presenting multiple interpretations rather than relying on a single perspective. Key approaches include sequential models, changing attitudes, shaping relationships, creating significant value, and cognitive processing. Students will learn how these models contribute to understanding the effectiveness of marketing communications and their role in engaging audiences, influencing behavior, and building brand relationships. Review for the midterm.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: <i>Marketing Communications, Pearson, 2023 – Ch. 4</i></p>
<p>Week 7 Mar 17</p>	<p>Topic: Media: Principles, Practice and Formats</p> <p>Description: This chapter explores the principles and practices of media within marketing communications, offering a structured overview of media classification by <i>form, source, and function</i>. It examines both interactive and linear media formats, detailing their characteristics, user engagement possibilities, and their roles in delivering marketing content. The chapter introduces essential digital media concepts such as search engine marketing, social media platforms, online brand communities, and extended reality, while also covering traditional formats like print, broadcast, outdoor, in-store, and cinema advertising. The chapter helps students understand the strategic role of media selection in delivering effective marketing messages. Discussion of AI-supported media selection, personalization, and content distribution.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: <i>Marketing Communications, Pearson, 2023 – Ch. 15</i></p>
<p>Week 8 Mar 24</p>	<p>Topic: Mid-Term Oral Exam</p> <p>Description: The mid-term oral exam will cover all topics and required readings discussed in class from Week 1 through Week 7.</p>
<p>Mid-Term Break March 30 – April 3</p>	

<p>Week 9 Apr 07</p>	<p>Topic: Creative Brief and Consumer Insight Content: Messages, Credibility and Creative Approaches Description: What is creativity, challenges, and pitfalls of creativity, developing creative messages in different media, how to write a creative brief. This chapter focuses on crafting effective marketing messages and leveraging creativity in communication. It explores the principles of message appeals, credibility, and creative approaches, including storytelling, user-generated content, and the creative process. Students will learn how to develop impactful content that resonates with audiences and aligns with strategic marketing objectives. Exploration of AI-assisted insight generation and creative ideation.</p> <p>Deadline: CW1: Individual "What's Newz" presentation. Reading: <i>The Creative Brief: Everything You Need to Know – Article</i> https://business.adobe.com/blog/basics/creative-brief <i>Marketing Communications, Pearson, 2023 – Ch. 14</i></p>
<p>Week 10 Apr 14</p>	<p>Topic: Media Planning: Concepts and Practices</p> <p>Description: This chapter delves into the concepts and practices of media planning, focusing on strategies for effectively reaching and engaging target audiences. Key topics include reach, frequency, media mix optimization, and multichannel campaign planning. It also explores modern tools such as programmatic technologies and dashboards, emphasizing their role in monitoring, measuring, and optimizing media performance. Students will gain insights into creating cohesive and impactful media plans.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Deadline: CW2: Group Report Digital version uploaded on NEO by Friday of this week by 11:59 pm.</p> <p>Reading: <i>Marketing Communications, Pearson, 2023 – Ch. 16</i></p>
<p>Week 11 Apr 21</p>	<p>Topic: Global Integrated Marketing Communications (GIMC) and Strategies: Exploring the Conversion Funnel</p> <p>Description: WHAT is GIMC? What are international marketing communication strategies? Case study.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: Scanned on NEO</p>
<p>Week 12 Apr 28</p>	<p>Topic: AI and Immersive Marketing Communications (Integrative Perspective)</p> <p>How Artificial Intelligence and immersive technologies (AR, VR, XR, metaverse) are reshaping marketing communications.</p> <ul style="list-style-type: none"> Description: This part introduces Philip Kotler's <i>Marketing 6.0</i> framework, highlighting the transition from <i>digital marketing</i> to <i>immersive marketing</i>. We will explore how AI enables hyper-personalization, conversational interfaces (e.g., ChatGPT),

	<p>predictive targeting, and immersive storytelling to deepen consumer engagement and build brand attachment.</p> <ul style="list-style-type: none"> • Key Concepts: <ul style="list-style-type: none"> o Evolution of marketing: functional → emotional → digital → immersive o AI as a driver of personalization and predictive communication o The “third place” concept: blending physical, digital, and immersive spaces o Case studies: Sephora AR try-on, Nike immersive campaigns, Coca-Cola’s metaverse activations
<p>Week 13 May 05</p>	<p>Topic: Building Resilient Brands Through Marketing Communications</p> <p>Description: This chapter focuses on the role of marketing communications in branding, highlighting how it builds brand equity and strengthens consumer relationships. Key topics include brand associations, personalities, ambassadors, and strategies for branding in both B2B and interactive environments. Students will explore how communication fosters intellectual and emotional connections to create strong, lasting brand identities.</p> <p>Deadline: CW1: Individual "What's Newz" presentation.</p> <p>Reading: <i>Marketing Communications, Pearson, 2023 – Ch. 7</i></p>
<p>Week 14 May 12</p>	<p>Topic: Final Credit Projects Presentations</p> <p>Deadline: CW3: Final project – to be uploaded to NEO by 11:59 pm Monday, May 11.</p> <p>Description: In this final session, students will present their final projects, showcasing their creative and strategic approaches. The presentations will be followed by class discussions and peer feedback, allowing for constructive critique and shared learning. The session will conclude with a brief course evaluation to reflect on key takeaways and overall experiences.</p>

5. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (hours)	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
Class Participation	42	10%	Students need to participate in discussions and express their thoughts and opinions. Preparation is essential, and the use of phones and PCs is restricted unless specifically required for an activity assigned by the teacher	3

CW1: Assignment 1: Pairs 'What's Newz'	20	15%	Practice presentation skills, ability to explain the studied topic to peers, apply key marketing and media terms and theories and demonstrate subject knowledge.	2, 3
Quiz No. 1	10	5%	Ability to find solutions to a variety of media problems; analytical skills. Reading in advance will be necessary. Part of the quiz is preparing a Communication Brief.	1
E1: Mid-term exam	28	25%	Prove through demonstration that discussed theory is correctly understood as well as implemented	1
CW2: Assignment 2 Destination Marketing Mobile App Prototype with Gamification and Edutainment (Team Work)	30	25%	This task focuses on developing a mobile app prototype for destination marketing, incorporating innovative elements of gamification and edutainment . Working in teams of 4 students, choose a destination within the Czech Republic or Europe and design an app that promotes its unique attractions, culture, and experiences. The app should leverage traditional and modern mass media, combining educational content (e.g., historical facts, cultural insights) with interactive gamified features such as challenges, rewards, or quizzes to engage users. Additionally, provide a brief written report (4–5 pages) explaining the app's purpose, key features, media integration, and contribution to effective destination marketing. The prototype and report will be presented and discussed in class, demonstrating skills in Critical Thinking, Effective Communication, and Effective and Responsible Action.	1,2,3
CW3: Assignment 3 AI-Enhanced	20	20%	Through this assignment, students will demonstrate the ability to: <ul style="list-style-type: none"> • Identify and apply appropriate marketing 	1, 2, 3

Marketing Communication Scenario (Team Work)			communication objectives and tools , including AI-enhanced solutions, to address a defined communication problem. <ul style="list-style-type: none"> • Comprehend and apply Integrated Marketing Communications (IMC) principles in the design of a coherent, strategically grounded communication solution. • Analyze and evaluate modern marketing communication approaches, including the opportunities and limitations of AI in enhancing relevance, engagement, and effectiveness. • Apply critical thinking and professional judgment in assessing ethical, strategic, and practical implications of AI use in marketing communications. • Communicate marketing communication concepts clearly and professionally through structured teamwork, appropriate terminology, and effective presentation. 	
TOTAL	150	100%		

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

6. Detailed description of the assignments

Assignment 1:

Individual "What's Newz" presentation. (Pairs)

Each class this semester will begin with students' presentations, an opportunity to present and discuss **current issues and new innovations in the world of Promotion**. Each pair of students will sign up for a specific date and will lead a **10 min presentation/discussion on the topic of your choice**, which must relate to our class.

Assessment breakdown of CW1 – Assignment 1

Assessed areas	
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1	Positive opening with clear introduction and presentation structure. Clear introduction and emphasis placed as to how this topic relates to our class and why the audience should "pay attention".	10%
2	Clear & coherent delivery with minimal use of notes	10%
3	Is the topic relevant to our class, and is it something NEW with regards to this field of study? Ideally, a new concept, topic, case study, max. a few years old.	10%
4	Evidence of planning & rehearsal	10%
5	Academic terminology utilized - concepts from class integrated within the topic	10%
6	A range of academic sources was synthesized and cited within the presentation— sources placed on each slide.	10%
7	Well-designed presentation with utilized visuals, videos, etc.	10%
8	Key take-away points - Did we learn something? Summarize your findings in 3 to 4 points on the last slide.	10%
9	Engagement - Did the audience pay attention, answer questions, keep focused, and did the topic stir discussion?	10%
10	Overall Depth and Quality	10%
	Total	100%

CW2 - Assignment 2:

Destination Marketing Mobile App Prototype with Gamification and Edutainment (Team Work)

The tourism industry has faced significant challenges in recent years, with cities, regions, and communities heavily reliant on tourism experiencing financial strain. However, this also presents an opportunity to innovate and attract new visitors.

Your team will select a destination in the Czech Republic or Europe and design a prototype for a mobile app to support its destination marketing. The app should showcase the destination's unique attractions, cultural highlights, and experiences while incorporating **gamification elements** such as interactive challenges, virtual rewards (e.g., badges or points), leaderboards, and quizzes to engage users.

In addition, the app should include **edutainment features**, combining education and entertainment. For example, integrate educational content such as historical facts, cultural insights, or environmental awareness, delivered through engaging formats like short stories, infographics, or interactive text samples. These elements should not only promote the destination but also educate users about its significance, adding value through education-based marketing.

Focus on creating a creative, user-friendly, and immersive app design that inspires exploration, learning, and engagement with the destination.

This is a **team project (4 students)**, and the final prototype will be **presented and discussed in class** to facilitate peer feedback and learning. Focus on creating a creative, user-friendly, and immersive app design that inspires exploration, learning, and engagement with the destination.

Assessment breakdown of CW2 – Assignment 2

Assessed area	
Comprehensive and creative design of the mobile app prototype, incorporating gamification and edutainment elements as specified in the assignment brief	40%
Evidence of critical analysis in justifying the app's features and their alignment with destination marketing objectives	20%
Integration of a range of academic and industry sources to support the app's design, with proper citation within the report	20%
Correct report format, including TITLE, COVER PAGE, INTRODUCTION, CONCLUSION, WORKS CITED, and clear explanation of the prototype concept and features	10%
Clear, logical, and polished presentation (free of grammatical, spelling, or structural errors) with consistency and clarity throughout the report	10%
Total	100%

Assignment 3:

AI-Enhanced Marketing Communication Scenario (Team Work)

This assignment builds on concepts discussed throughout the course, including Integrated Marketing Communications, media planning, creativity, and the use of AI as a supporting tool in marketing communications.

Team size: 4 students

Presentation format: One presentation per team

Focus: Strategic use of AI in Marketing Communications (not technical implementation)

Assignment Brief

Students will work in **teams of four** to **design, prototype, and critically evaluate one AI-enhanced marketing communication solution** for a selected brand, destination, or organization.

The assignment focuses on **how artificial intelligence can improve marketing communication effectiveness**, coherence, and relevance across touchpoints.

Step 1: Choose ONE AI Communication Use Case (Mandatory)

Each team selects **one** of the following standardized use cases:

1. **AI Chatbot for Brand Communication**
(e.g. customer support, onboarding, campaign interaction)
2. **AI-Driven Personalized Content Strategy**
(e.g. segmented email or social media messaging)
3. **AI-Supported Creative Brief Development**
(consumer insight, messaging, tone, creative direction)
4. **AI-Enhanced Media & Message Optimization**
(audience targeting logic, message testing, platform fit)
5. **AI & Immersive Communication Concept**
(e.g. AR try-on, interactive brand experience, virtual guide)

Step 2: Mandatory Structure

All teams must follow **this exact structure** to ensure clarity and comparability:

1. Brand & Communication Context
 - Brand / destination / organization

- Target audience
 - Main communication objective
2. Communication Problem
- What is the communication challenge? Describe in detail.
 - Why traditional tools alone are insufficient
3. AI-Based Communication Solution (Core Section)
- Chosen AI approach or tool (conceptual level)
 - What AI *does* in the communication process
 - Example output (e.g. chatbot dialogue, content variation, insight)
4. Value for Marketing Communications
- Explain how the AI solution improves:
- relevance and personalization
 - engagement and interaction
 - consistency and efficiency of communication
5. Risks & Ethical Considerations
- Data privacy, bias, transparency, over-automation
 - How the brand mitigates these risks
6. Team Reflection
- Key learning outcomes
 - Limits of AI vs. human creativity and judgment

Deliverables

- **Group presentation:** 8–10 slides
- **In-class presentation time: 15 minutes per team + brief Q&A**
- **Optional appendix:** AI prompts, mock-ups, screenshots

All team members are expected to contribute equally.

Assessment breakdown of CW3 – Assignment 3

Assessed area	
1. Communication Context & Objective Assessment of the team’s understanding of the communication problem they aim to address: Clear description of the brand, well-defined target audience, clear and realistic communication objective.	15%
2. Communication Problem Definition Assessment of strategic thinking: Clear explanation of the communication challenge, logical justification of why traditional communication channels and tools alone are insufficient.	15%
3. AI-Based Communication Solution (Core Criterion): Assessment of meaningful integration of AI into MC: Appropriate choice of AI use case, clear explanation of what AI does in the communication process, relevance of AI to the stated communication objective, example or mock output clearly linked to communication goals.	30%
4. Value for Marketing Communications Assessment of the Integrated Marketing Communications (IMC) and strategic logic underpinning the solution: Improved relevance / personalization, enhanced engagement or interaction, contribution to consistency, efficiency, or coherence of communication.	20%

5. Critical Reflection & Ethics Assessment of critical awareness of both the opportunities and limitations of AI in marketing communications: Awareness of key opportunities AI brings to marketing communications, awareness of limitations and risks, including ethical and data-related issues, the ability to distinguish between AI capabilities and the need for human judgment.	10%
6. Structure, Clarity & Team Presentation Assessment of professional delivery: Logical structure and clarity, clear visuals and correct marketing communications and business terminology, evidence of coordinated team effort, including a brief description of each team member's role and responsibilities in the final project.	10%
Total	100%

7. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work. Please see the AAU intranet for a [summary of key policies](#) regarding coursework.

Course specific requirements

There are no special requirements or deviations from AAU policies for this course.