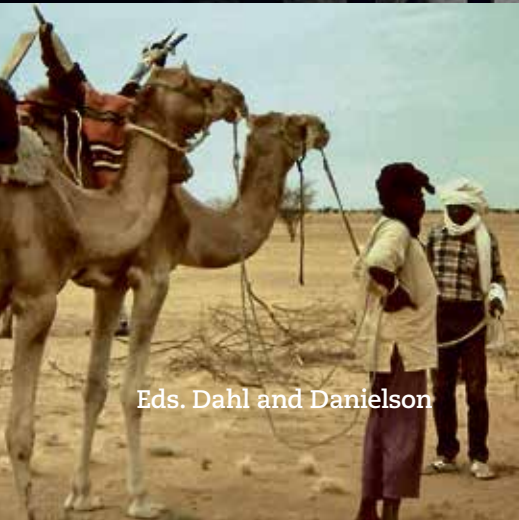




Faculty of Social Sciences
Stockholm University
1964 – 2014



Eds. Dahl and Danielson



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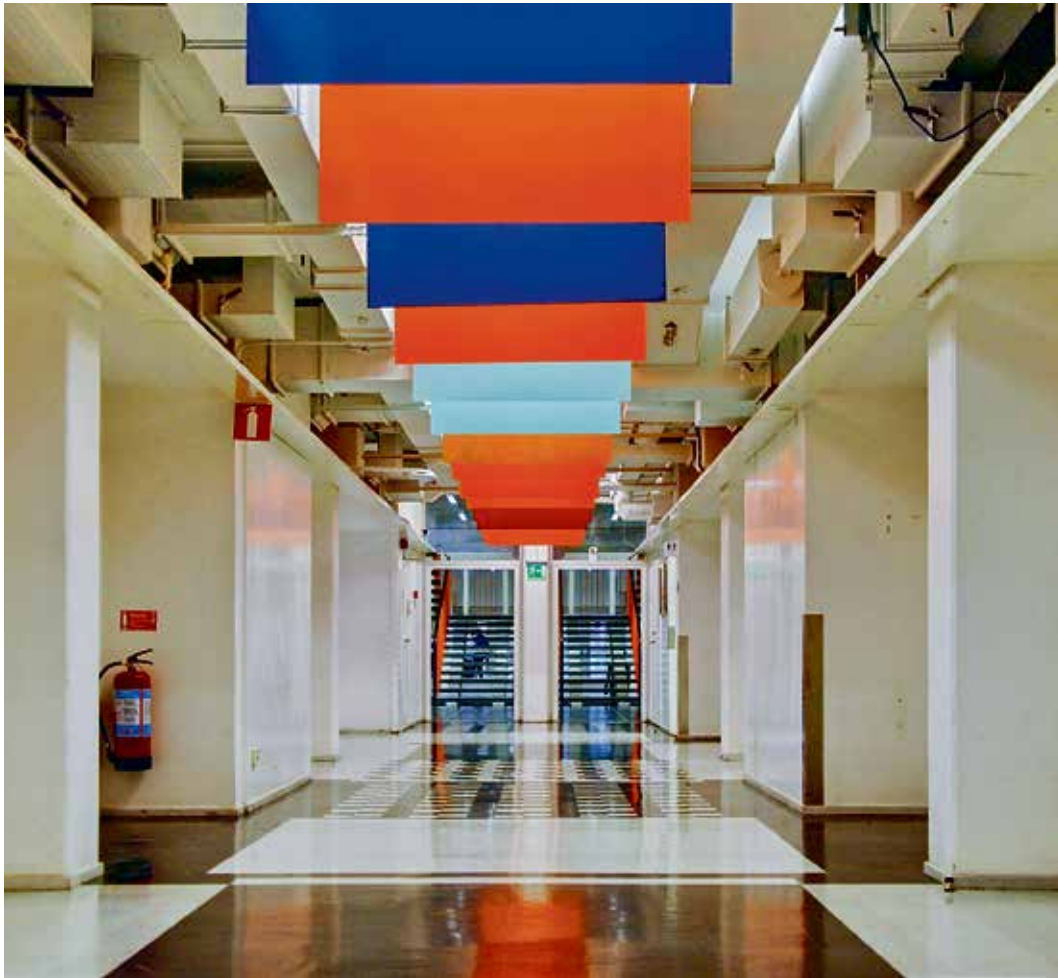
Former Department of Advertising and PR

Gudrun Dahl

THE DEVELOPMENT of what is now the Section for Marketing and PR at the Stockholm Business School (*Företagsekonomiska institutionen*) started with the decision on the 17th of June 1943 to create the Institute for Graphics (*Grafiska Institutet*, GI), a decision made by the Swedish Printers' Association at their 50th Anniversary. Three months later, they were joined by the Swedish Media Publishers' Association (*Svenska Tidningsutgivareföreningen*). The force behind the initiative was Bror Zachrisson, who became the first director of the Institute (1944–1973). Another enthusiast pursuing the issue was Carl Z. Hæggström from Gebers, who held the welcome speech at the inauguration of the Institute in January 1944, but who died in October the same year. The Institute, situated at Mäster Samuelsgatan 44, arranged lectures – the first one was on book-binding and given by the director of the printing company Esselte, Sven Dahlbäck. The activities were financed by governmental support,

student fees, and a foundation supported by about 175 graphic companies.

Zachrisson came from a family deeply involved in issues of graphic design and printing. His father was Waldemar Zachrisson, founder of the well-known Wezäta printing company and a prominent pioneer in international book printer organizations. Having himself worked as a printing company CEO and designer, Bror Zachrisson had in 1944 taken the initiative to start an education. In his own words, he could “after preparations, conferences, resistance and strife put into practice a modern education, aiming at the different activities and goals that are comprised by the graphic and communicative frameworks.” This was the Institute for Graphics. “It should be mentioned that already from the start GI had a very democratic contact with its students. The initiative to a ‘corporate or educational council’ was taken by the leadership: all students were encouraged to partly anonymously, partly openheartedly,



Building D, 4th floor, of *Södra huset* was the last location of the Department of Advertising and PR before its merger with the Stockholm Business School. The idea for the 'colour organ' in the ceiling came originally from artist Olle Baertling who composed the A-building organ. The organ was designed by a young co-worker at Helldén's architectural bureau, who later became a competent and well-liked head of the Faculty Office for Social Sciences, Ann Fritzell. (Photo: Mats Danielson)

give their opinions on the teaching, the schedule and so on. Using the ‘*du*’ way of addressing each other was encouraged.” (Zachrisson 2006:16)

Zachrisson was also a driving force behind the other institute that constitutes the ancestry of the present Section for Advertising and PR at the Stockholm Business School. That was the Institute for Advanced Education in Advertising (*Institutet för högre reklamutbildning*, IHR), originally and up to 1967 called the Institute for Educating in Communication and Advertising (*Institutet för kommunikations- och reklamutbildning*). In 1953 GI, represented by Zachrisson, and the Swedish Sales and Advertising Federation, took the initiative to found IHR. Administered and housed together with GI, the new institute was to be placed in Östermalm, Stockholm, but first the twin institutes had to move to temporary premises at Centralbadet at Holländargatan for some time. The new Institute was constituted as a foundation, and Zachrisson became the first rector of this institute also, a position which he held until 1965. A donation from the Gumælius company consisting of 50,000 SEK provided the starting capital. The inaugural speech was held by Professor Gerhard Törnqvist (1894–1963), the first professor of distributional economy in Sweden, active at the Stockholm School of Economics (*Handelshögskolan*). The task for the two institutes was to educate competent lead-

ers. Zachrisson was also the first rector for the Institute of Journalism (*Journalistinstitutet*) (1959–1961), having been active in the establishment and planning of this institute as well. The main sponsors for the Institute of Journalism (JI) were the Swedish Union of Journalists (*Svenska journalistförbundet*), Swedish Media Publishers’ Association (*Tidningsutgivarna*) and the Club of Publicists (*Publicistklubben*). Zachrisson led this institute too, until it was taken over by the government in 1962 when the University College of Journalism was created. In 1989, the latter institution merged with the Centre for Research on Mass Communication to become JMK—the Department for Journalism, Media and Communication—at Stockholm University. Today, they are part of the Department of Media Studies at the University. In the early years of the Institute of Journalism, however, it shared head, office and premises with GI and IHR without resulting in any formal merger. In 1960, GI/IHR moved to the premises of the University College of Arts, Crafts and Design (*Konstfack*) at Valhallavägen in central Stockholm.

In the 1950s and 1960s ‘star seminars’, after a model that had inspired Zachrisson when he studied in the US, were arranged by the Institute for Graphics in addition to its more traditional teaching (Zachrisson 2006:17). Prominent specialists in graphic design were invited from Japan, the Soviet Union, America, and

Europe to provide a common meeting point for professional graphic designers, book printers, pedagogues, and publishers. One of the speakers was the German typographic designer Herman Zapf, designer of the logotype of IHR, and famous for the fonts Palatino and Optima. Zapf's design career reflects the process of technological development that GI, too, has had to adapt to. Printing has gone from hot metal composition to photo typesetting and digital desktop publishing.

Zachrisson had written a number of books in Swedish about typography and writing, for example 'The ABC of script: short summary of its development, medical and psychological viewpoints...' (1943), 'The development of script, a history of style' (1943) and 'The book of texting' (1958).

He also successfully defended a PhD thesis about the readability of texts for the visually impaired at the Department of Psychology (*Läsligheten hos tryckt text för synsvaga*) in 1965. In 1973, he left IHR. His daughter, Mona Leander, who was working in the Institute as an administrator, remained until 2007. Zachrisson was succeeded as rector by Chris Ottander, who stayed in this function until 1998.

Ottander also came from a family with book-printing traditions. His grandfather Otto, a parish priest in Östervåla, had a small printing workshop for printing self-published items like small religious texts and songs. The aca-

demic publications of Ottander, who holds the title of docent, reflects a diversity of interests. Most of them do not appear to reflect a theoretical concern with the subject matters of GI/IHR, although he did partake in the publication of a handbook for information officers (Hanson et al. 1987). Other works are concerned with psychophysics and the possibility to improve visual perception and discriminative ability by training.

In 1977, GI/IHR was taken over by the government and became the independent Institute for Advanced Education in Communications and Advertising, mainly due to the work of Ottander who worked hard at systematizing the education. In 1994, GI/IHR was transferred to Stockholm University with the status of a department within the Faculty of Social Sciences and thus no longer one of the independent artistic university colleges. At the same time, the institute/department moved from the premises of the University College of Arts, Crafts and Design at Valhallavägen to Karlavägen 108, where they again became immediate neighbours to the education of journalists. To strengthen the research, Stockholm University offered two half-time posts, one with professorial status for GI, and one as research leader for IHR.

Ottander resigned in 1998 but left a memory of legendary status. A foundation was created in his name to hand out a prize for marketing

achievements. The first award was given to Evert Gummeson, professor at the Department of Business Administration and nestor of ‘relational marketing’, that is, the creation of loyal customers in order to obtain long-term profitability. Later it has been awarded to among others Ozan Sunar, the former head of *Södra Teatern* and initiator of the Re-orient festival, and Helena Westin of the advertising agency Paradise, to honour her creative advertisement work and marketing at the first Pride festival. The prize sum of 30,000 SEK is awarded to someone who has demonstrated innovations in market communication or new ways of thinking about market communication, whether within the context of practical or academic work.

Richard Wahlund, with a background at the Stockholm School of Economics, succeeded Chris Ottander as the head of department for GI and IHR and also chairman of the board of the award foundation. Wahlund has double doctoral degrees from the Stockholm School of Economics; one in economic psychology (1992) and one in business administration (1991). Wahlund’s interests have been the psychology of decision making, risk behaviour and influence and market communication – a broad range of interests, not confined to the subjects of GI/IHR. In the Department, Wahlund made himself known as a hard-working person. He set off to reform the curriculum, and in 1999–2000 both the major educational programmes

obtained new plans of education. The programme Advertising and Communication (*Reklam och kommunikation*) changed its name to the Programme of Market Communication.

Apart from heading the Department, Wahlund was initially employed as lecturer in ‘Business Administration, especially Marketing’ at GI/IHR and in 2003 he was promoted to professor. It was during his time, in 2001, that GI and IHR moved to the main Frescati Campus and were jointly renamed Department of Applied Communications Science – GI and IHR (*Institutionen för tillämpad kommunikationsvetenskap – GI och IHR*). The two programmes could celebrate their 60 and 50 year jubilees, respectively, with lectures and seminars and a big anniversary party at Aula Magna. In 2004, the Department got a commission from the government to evaluate the pre-election communication of the political parties before the EU parliament election. This was significant, as it marked the extended purpose implied by the concept of ‘Applied Communications’ – i.e. to contribute to the understanding not only of commercially oriented marketing, but also of political rhetorics and PR. In 2005, Professor Larry Percy, Alabama, USA, recurrent guest lecturer at the Department for many years, was awarded an Honorary Doctorate at Stockholm University. Percy’s research interests are among other things the role of memory and emotions in marketing.

Much of the research that Wahlund himself pursued during his time at the Department was directly related to marketing, such as the importance of brand names, packaging and price on consumers' choices, forms of direct marketing in Sweden, as well as consumer product categorizations and buying planning behaviour. Organizationally, he became involved in the Centre for Easy-to-Read Reading, thus following up a thread from the legacy of Zachrisson.

As noted, Wahlund had a wide range of research interests, and other research topics were of a more general business administration nature. In 2006, however, Wahlund left Stockholm University for a chair in 'Business Administration, especially media' at the Stockholm School of Economics (SSE).

To fill the gap after Wahlund, and in the wake of the recruitment of a new professor, popular guest lecturer Tom Anderson was recruited as head of department. He had for a period been rector of Bergh's School of Communication. In an interview with the leading magazine of the marketing business, *Resumé*, he said that he wanted to increase the efficiency of the marketing of education offered by the Department.

It was during Anderson's time as head that a new programme, the MarkIT Programme (Market communication and IT) was launched in cooperation with the Department of Systems and Computer Sciences (DSV). MarkIT is a three

year long programme leading up to a bachelor's (BSc) degree, focusing on marketing using interactive media.

Among other ideas implemented during Anderson's time as department head (2007) was an experiment in viral information spreading undertaken by the students of the Graphic Project Leader programme in cooperation with a video production company. The experiment, inspired by Anderson's interest in epidemiology, was concerned with how the attention to different film cuts shown at the site varied according to different interventions on- and offline. Another idea, launched in the autumn of 2006, was to encourage the students to join a shared blog site about media and marketing, looking for inspiring examples of communicating activities all over the world. Each student would be scheduled to make two blog messages during the semester.

During the departmental reign of Wahlund, the Graphic Project Leader programme and the Market Communication programme had been able to offer students who already had one year's worth of credits in business administration a degree in the latter subject if they finished two years of education at the Department for GI/IHR. This was based on an informal agreement between the two departments. In 2006, the Department of Business Administration (now Stockholm Business School) hesitated to delegate to others the rights of crediting



The corridor leading up to the department entrance at the other end of the colour organ.
(Photo: Mats Danielson)

in regard to courses over which the Department of Business Administration themselves did not have control. Thus, they decided to end the agreement. Anderson saw this as a backward step which would make it harder for GI/IHR students to apply for a PhD education. Having no such education rights of their own, the Department depended on the goodwill from other departments to admit PhD candidates. Anderson felt that it would be difficult to

convince the Faculty Board to grant them an independent 'degree subject' (*examensämne*). The fact that the Department lacked an independent research education was indeed of concern to the Faculty of Social Sciences, but to attain this goal, it was needed to recruit a new professor as well as build up a discipline-based education since it was considered that a PhD education would require a basis in a master's education.

The Bologna reform required revision of all the course and programme plans at the universities. Finally, the turn came to consider the request from the Department to obtain an independent ‘main subject’ (*huvudämne*), and in February 2007, the Faculty Board agreed to make ‘Advertising and PR’ an official degree subject.

The underlying understanding of the subject was that it concerned both theoretical and methodological reflections and practical applications, to meet both the expectations of the scientific community and the applied demands linked to the professional labour market. The subject was to build on influences from the social sciences as well as the humanities, technology and art. It would span the subfields of strategic PR management, advertising strategy, media, theory of communication, consumer behaviour, internet marketing and graphic design, semiotics and rhetoric, as well as critical analyses of the influence of advertising in a broad societal perspective.

From the beginning, the Department and its predecessors had had a complex identity, reflected in the varying localizations of the activities in the neighbourhoods of artists, journalists or social scientists. Partly it was trying to develop practical, artisanal and artistic skills in its students, and partly to instil in them organizational capacities. This would be combined with insights in marketing from the point of view of

business administration and in the techniques of communication, rhetoric and semiotics. The early leaders, Zachrisson and Ottander, were also particularly interested in the psychological aspects of perception and communication. To this mixture, with potential for theoretical links to many disciplines, came the necessity to secure an up-to-date occupational basis by continuous contacts with the worlds of advertising and communicative technology. Some of these needs have been fulfilled by offering internships to the students, which are connected to real communication tasks.

Prior work experience from occupational life was, and still is, a must for applying both to the programme for graphic project leaders and to the ‘Market Communication’ programme. For the former, the basic requirements for higher studies were supplemented with requirements for a full year of professional experience from the media, the graphic industry, or a comparable activity. The marketing students also need to have either one year of experience from this kind of business or four years of working life experience with planning responsibility within marketing, advertising or PR. Another implication of the ambition to create a professionally relevant education, based on up-to-date conceptions of the industry, was that many teachers were recruited on a temporary basis from industry. In the years after the loss of Wahlund’s leadership, this became a particu-

lar concern. In a faculty commissioned investigation in 2007, Professor Harry Flam summarized the Department's teaching staff resources, in terms of full-time equivalents, as 5.8 senior lecturers, of which 2.3 guest lecturers were on temporally limited contracts, and two adjuncts. This implied problems not only for the recruitment of department leadership, but also in terms of forming a board. There were also practical problems in combining the Department's endeavour to keep marketing skills up-to-date with applied experience from the industry with the University's strategies to use teachers employed on a permanent basis and with academic credentials.

From March 15, 2007, the Department was to be called the Department of Advertising and PR (*Institutionen för Reklam och PR*). Stockholm University was thereby first in Sweden with a university level degree in advertising and PR. The Faculty Board commissioned Harry Flam to make an investigation into other possible organizational arrangements for the Department, since the small size and the lack of proper research and PhD education at the Department were seen as problematic. Flam's investigation ended with a recommendation that the Department should be transferred to the Faculty of Humanities and merged with JMK, and that the Department ought to be given relative autonomy as a subdivision within JMK with separate head and budget. The transfer

should be reviewed by the Faculty Board after ten years. One important argument was that journalist education had a broader concern with communication as a scientific topic than business administration, where commercial market communication would be in focus and political communication would fall out of the frame. The representatives of the Department of Advertising and PR knew from historical experience (from the 1990s) about the value clashes that tended to arise between education in critical and informative journalism and education in strategic communication. As Flam had noted, "one can differentiate between communication as information, where the purpose is increased knowledge and lessened insecurity, and strategic communication, where the purpose is to wield an influence in different ways." (Flam 2007) This distinction was probably, in the early history of the concerned institutes, a major obstacle to organizationally merge the education in marketing and PR with that of journalism. The basic values of the two educations, in both cases necessary points of departure, are divergent and the strong strands of critical questioning among the journalist teachers and students would make them hesitant to the idea of strategic communication. Historically, closeness in terms of premises in the 1990s had not helped in overcoming mutual suspicion. JMK was furthermore some years later merged with cinema studies and fashion



The entrance to the Department of Advertising and PR. (Photo: Mats Danielson)

studies into the much larger Department of Media Studies. Finally, the Faculty saw recruiting a professor as a more pertinent issue, which could in itself have implications for the placing of the Department.

That same year Björn Stolt, one of the permanent lecturers of the Department and a great enthusiast both for teaching and for the world

of marketing and communication, was appointed regular head of department, succeeding Anderson. During the following years, efforts were put into the recruitment of lecturers with academic research merits, with the aim of corresponding to the University's expectations. The people employed were primarily lecturers with a background in business administration,

with some temporary teachers with formal merits in art recruited for the graphic education. However, certain areas of competence necessary for the Department, such as political communication, semiotics and rhetoric, came to rest very much on input from Stolt himself. The Faculty made several attempts at recruiting a qualified person for the professorial chair. It turned out to be difficult to find somebody who corresponded to the width of expertise that was required due to the interdisciplinary and practically multi-faceted nature of the education. This was also a matter of finance: both the world of advertising business and the Stockholm School of Economics could compete with better economic terms.

Under Stolt as head of department, strong efforts were made in the direction of making the structure and content of courses even more academic, while still trying to take into consideration that many of the employers and practitioners in the advertising field were suspicious of such a development. The GI and IHR educations had for more than half a century been based on the assumption that theoretical, research based knowledge and practically generated knowledge within the fields of advertising and strategic information provision stand in a dialectic relation. In many cases, practice precedes theory in the area of media and communication, and academic researchers are not always at the cutting edge. This was a standpoint

shared by Stolt, who also saw it as essential to underline that the communicative and semiotic aspects of the subject warranted autonomy from marketing research in the mode of business administration. The teaching at the Department, however, had to make adjustments to the demands of the Bologna reform and provide a more solid basis for the development of adequate research in the field. In 2008, a basic course in advertising and PR was developed and launched, without the particular demands for professional experience associated with the traditional programmes offered by the Department. There were 900 applicants to 60 study positions. A decision was made to develop a bachelor's and a master's programme in the subject.

To Stolt, political communication was an important aspect of 'applied communication' that the Department needed to develop in addition to the more purely commercial. Many alumni from the marketing communication programme ended up in their work life working within the political sphere, he argued. In the summer of 2009, a new course was introduced concerned with 'Rhetoric and Politics in Almedalen'. The students would at this course meet active professionals with an expertise in political communication and rhetoric, and have the chance to identify examples within the setting of this huge yearly, national event of political speeches, lobbying and

seminars that takes place in Visby at the end of June.

In February 2011, Stolt was succeeded as head of department by Maria Frostling-Henningsson, who took up the task of recruiting a new professor and securing two new lectureships. Under her two-year period as head of department, the plans for a Master's Programme in Advertising and PR were further elaborated and implemented, on the basis of analyses made by Carina Holmberg, former head of the Department of Business Administration (a.k.a. Stockholm Business School). Stefan Lundhem, who had for a long time been the strong pillar of the graphic education, retired and the programme for graphic project leaders was reworked into a Bachelor's Program in Visual Communication.

However, in 2012, following an investigation by the then Deputy Vice-Chancellor Astrid Söderbergh Widding, the Area Board of Humanities, Law, and Social Sciences, recommended the University Board to merge the Department of Advertising and PR with the Department of Business Administration based on the consideration of a shared identity of 'marketing communication' at the latter department with what was offered at the Department of Advertising and PR. It was decided that the budgets would be kept separate for a period of five years.

In March 2013, Jacob Östberg finally took up the chair originally created for the Depart-

ment of Advertising and PR and then transferred to the Stockholm Business School. Östberg's research has been focused on consumer issues, and particularly on how different patterns and objects of consumption, and correspondingly, market offers, become loaded with symbolic value. For example, he is interested in the interaction between popular culture and marketing activities that offer alternative interpretations and make the marketing offer a matter of dynamic process. As a point of departure, Östberg declared that commercial advertising was a source of information necessary for consumers' opportunities to choose freely, but that the education should also more systematically offer a critical debate on the negative aspects of advertising and PR.

After the merger, IHR was transformed into the Market Communication Programme within the Stockholm Business School and GI into the Graphic Project Leader Programme, being more or less unchanged in direction and content. There are still both academically and practically inclined courses aiming to fulfil the needs of people who can work as information officers and lead the marketing communication of an organization or corporation tactically, strategically and practically.

The fact that among the alumni you can find several persons who are prominent in the field of communication, and that the education has had a very good reputation, bears witness that

the concept of combining academic experience with professional experience, which for more than half a century had governed the Department's activities, was successful from the point of view of a professional education. Many more students were attracted than could be admitted.

The alumni of the Department and its organizational predecessors have generally been well trained in the importance of marketing and many of them have self-presenting webpages. In these webpages, education at the Department in its various incarnations is often held forth as an important merit. In more personal alumni communication, an image is conveyed of an education which has had thorough-going and generally positive influence on the students' lives. Most departments could be envious of such an impression left on the students.



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The beautiful – but heavy – 19th century hand printer was donated to GI/IHR by Thor Zachrisson, when they moved into new premises at Konstfack in 1959. Its final use had been to print a pupils' school magazine for *Djursholms Samskola*. The printer still stands at the 4th floor of Building D in *Södra huset*, close to the former premises of the Department of Advertising and PR. (Photo: Mats Danielson)





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