



Faculty of Social Sciences

KOMN02, Strategic Communication: Qualified Internship in Strategic Communication, 30 credits

Strategisk Kommunikation: Kvalificerad yrkespraktik inom strategisk kommunikation, 30 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2018-12-18 and was valid from 2018-12-21, autumn semester 2019.

General Information

The course is an elective second cycle course within the main field of study Strategic Communication. The course is given in Helsingborg.

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- demonstrate specialised knowledge of the practical application of theories of strategic communication (1),
- demonstrate specialised knowledge of a scholarly approach to the implementation, development and improvement of tasks in strategic communication (2),

Competence and skills

- demonstrate a good ability to relate academic skills to professional duties, for example linking theory to practice (3),
- demonstrate a good ability to independently find research-based solutions to problems identified in the communication of an organisation (4),
- demonstrate the ability to independently write a literature review based on an identified need of professional development (5),
- demonstrate the ability to apply methods of scholarly inquiry in a professional context (6),
- demonstrate the ability to discuss in the form of a portfolio how they have contributed to the achievement of the host organisation's goals (7),
- demonstrate the ability to identify and to discuss ethical aspects of work within strategic communication (8),

Judgement and approach

- demonstrate the ability to reflect on how a scholarly approach can be applied to professional communication (9).

Course content

The aim of the course consists of two parts, to give the student insight in future professional roles within strategic communication, and to develop the ability of the student to transfer theoretical knowledge in practical use. The course gives the student the opportunity to work with strategic communication within different organisations, such as private companies, state or municipal authorities as well as NGOs, in Sweden or abroad.

The duties at the host organisation are to be related to the programme and the student will be given the opportunity to apply and develop previously acquired knowledge, skills and approaches through the courses of the programme.

The course consists mainly of work placement duties, but the course also includes several assignments to be completed before and after the placement. The work placement is to comprise at least 16 weeks of full-time work (the equivalent of 640 working hours). Aided by supervision at the placement, the student is to engage in advanced and varied tasks of both a strategic and an operational nature.

Simultaneously during the placement, the student is to work on assessed course components. The aim of the assignments is to enable students to develop their understanding of communication practice by reflecting on the links between theory and practice, assembling relevant work samples into a portfolio and independently expanding their knowledge.

The course consists of the following modules:

Literature Review, 10 credits

The aim of the module is to conduct a literature review in an independently chosen area. Based on an identified need of competence, the student deepens the knowledge within an area of relevance for either the placement or the thesis. The student compiles theory and research in a defined subject area. The student is introduced to the use of literature review as a method for systematically identifying, evaluating and synthesizing theory and research.

Strategic Communication in practice, 10 credits

The aim of the module is to provide the student the opportunity to analyze the strategic communication of the host organisation. The student identifies, collects and analyzes empirical material which highlights the strategic communication of the host organisation.

Portfolio, 10 credits

The aim of the module is to compile a portfolio consisting of work samples, during the work placement, which is to be presented at a seminar. The work samples or assignment must conform with the department's requirements of relevant and advanced tasks within strategic communication.

Course design

The teaching consists of an introductory lecture about the course, the requirements of the placement and the letter of intent, and an on-line seminar and a final seminar on Campus Helsingborg.

The placement duties are planned and conducted by the student in consultation with the placement supervisor and with the course director at the department. With the support of the supervisor at the placement, the student establishes a placement plan where the placement, the character of the planned duties and their relevance for the area within strategic communication are described. The placement plan is to be submitted by the student at least three weeks before the start of the placement. The work placement must be approved by the course director. Before the start of the placement, a three-party agreement (Letter of Intent) needs to be signed by the host organisation, the student and the University. After completion of the placement, the student submits a placement certificate issued by the host organisation certifying that the placement has been fulfilled according to the placement plan.

Attendance at the introductory lecture and the seminar is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

Assessment

The course modules are assessed separately:

Literature Review, 10 credits (Learning outcome 3,4,5)

- assessed by a literature review and a reflection paper about the literature review as a method. The literature review can be related to the duties the student performs during the placement, but it can also be related to the thesis. There will be an on-line seminar about the literature review.

Strategic Communication in practice, 10 credits (Learning outcome 2, 8, 9)

- assessed by a report where the student analyzes a selection of the strategic communication of the host organisation. The report will be discussed at a seminar on Campus Helsingborg.

Portfolio, 10 credits (Learning outcome 1, 6, 7)

- assessed by a portfolio of the work compiled during the placement and a reflection paper on the theoretical grounds of the work assignments. The

portfolio will be discussed at a seminar on Campus Helsingborg.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

A student who fails the work placement is entitled to re-do it once.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass.

To receive Pass the student must fulfil the learning outcomes specified for the course.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be eligible to the course, the students must have fulfilled a minimum of 52,5 second cycle credits in the Master of Science Programme in Strategic Communication.

Further information

It is the student's responsibility to find an internship and to finance any accommodation and travel costs etc.

Subcourses in KOMN02, Strategic Communication: Qualified Internship in Strategic Communication

Applies from H19

- 1901 Literature Review, 10,0 hp
Grading scale: Fail, Pass
- 1902 Strategic Communication in practice, 10,0 hp
Grading scale: Fail, Pass
- 1903 Portfolio, 10,0 hp
Grading scale: Fail, Pass