

SKOA38, Strategic Communication: Academic Paper in Strategic Communication, 7.5 credits

*Strategisk kommunikation: Uppsatsarbete i strategisk
kommunikation, 7,5 högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2013-09-11 to be valid from 2013-09-01, autumn semester 2013.

General Information

The course is mandatory during the third semester within the Bachelor of Science Programme in Strategic Communication, 180 credits. The course takes place in Helsingborg.

Language of instruction: Swedish

Moments in other scandinavian languages and English may occur.

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

After completing the course the student should

Knowledge and understanding

- demonstrate basic knowledge of the relationship between empirical data and choice of research method,
- demonstrate knowledge of different types of empirical data,

Competence and skills

- demonstrate the ability to write an academic research paper,
- demonstrate the ability to identify, formulate and solve scientific problems in a given time frame,
- demonstrate the ability to conduct research-based information searches using the library's databases,
- demonstrate the ability to orally and in writing to describe, discuss, and argue for the chosen research method, problems and solutions,

Judgement and approach

- demonstrate the ability to make judgments with respect to scientific, social and ethical aspects of strategic communications.

Course content

The purpose of the course is that the student will complete a paper on a defined research problems in strategic communication. The work will be based on scientific principles and fulfill fundamental theoretical and methodological knowledge. The work is done in groups of students that plan their work in consultation with the a supervisor. During the course seminars are organized in order to deepen the student's knowledge of scientific problems, reseach methods and scientific writing. The final paper is examined by an examiner at a public seminar with other students.

Course design

Teaching consists of lectures, supervision and seminars. At least one supervisor will be appointed to each student group before the course starts. The period of supervision is limited to the semester in which the student is first registered on the course. Exceptions can be made on special grounds. The number of supervision sessions is limited.

Attendance at seminars 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 is examined by an especially designated examiner who assess the paper, defense and opposition. 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.

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

Grades

Marking scale: Fail, Pass, Pass with distinction.

To pass the student must meet the learning objectives set for the course. For the grade Pass with distinction is also required that the learning outcomes are particularly well met and that the student exhibit particular theoretical awareness and analytical skills.

Entry requirements

To be eligible for the course the student must have passed at least 30 credits within the Bachelor of Science Programme in Strategic Communication, 180 credits, of which at least 15 credits must be from courses completed during the first semester.

Further information

Subcourses in SKOA38, Strategic Communication: Academic Paper in Strategic Communication

Applies from H13

1301 Academic Paper in Strategic Communication, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction