



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOB14, Strategic Communication: Introduction to Strategic Communication in Theory and Practice, 7.5 credits**

*Strategisk kommunikation: Introduktion till strategisk kommunikation i teori och praktik, 7,5 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2016-03-15 and was last revised on 2023-06-13. The revised syllabus applies from 2023-06-14, autumn semester 2023.

### **General Information**

The course is a compulsory course during the first semester on the Bachelor's programme strategic communication 180 credits and the Bachelor's programme in strategic communication and digital media, 180 credits. The course is given in Helsingborg.

*Language of instruction:* Swedish

Components in other Scandinavian languages and English may be included.

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

On completion of the course, the student should show

#### **Knowledge and understanding**

- knowledge of basic theories, models and concepts in the research fields communication studies and strategic communication,
- knowledge of professional roles of communicators' and skills that are required to exercise these,

### **Competence and skills**

- basic skills in describing and problematising different forms of communication and communication processes by applying relevant theories and concepts,
- ability to identify, discuss and apply theories and generate practical recommendations in relation to case studies,
- ability to rhetorically formulate and present a speech in which contents, structure and linguistic form are adapted to aim and communication situation,
- ability to give constructive critique on a speeches in different communicative situations,

### **Judgement and approach**

- ability to reflect on the meaning of a scientific approach,
- ability to reflect on ethical dilemmas in relation to professional roles of communicators,

### **Course content**

The general aim of the course is to introduce strategic communication as academic study field and as work practice. Based on basic theories and concepts in strategic communication, communication studies, social psychology and rhetoric the course treats both the research domain of strategic communication and the emergence of the multifaceted professional work role and challenges in today's society. In meeting with researchers and practitioners, the student acquires basic knowledge of strategic communication as well as knowledge of the work tasks related to the professional role. Thus, the student develops an understanding of possible future professions and the knowledge required to reach these. In the course, the student is also introduced to academic studies, the information resources of the library, and study planning and technique.

### **Course design**

Teaching is given as lectures, guest lectures, seminars and workshops. Participation in the introductory lecture, guest lectures, and a lecture on the theme of rhetoric are compulsory unless special circumstances apply. 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 been absent because of duties as an elected student representative.

### **Assessment**

The course is examined through seminars, assignments, and a written exam.

This is a translation of the course  
syllabus approved in Swedish

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. Thereafter, the student is offered additional examination sessions, but in accordance with the current course syllabus.

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, E, D, C, B, A.

The highest grade is A, and the lowest passing grade is E. The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The seminars and workshops are excepted from the grading scale above and are graded with Pass/Fail. The final grade is decided by the written exam.

At the start of the course, the student is informed about the intended learning outcomes of the course syllabus as well as about the grading scale and its application in the course.

## Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

## Further information

To be eligible to the course, the student must be admitted to the Bachelor's programme in strategic communication, 180 credits, or the Bachelor's programme in strategic communication and digital media, 180 credits.

The course may not be included in a degree together with SKOA10 Communicative Professional roles in theory and practice, 7.5 credits, SKOA14 Communicative professional roles 7.5 credits or SKDB16 professional roles in the digital society, 7.5 credits.

## Subcourses in SKOB14, Strategic Communication: Introduction to Strategic Communication in Theory and Practice

Applies from H16

- 1601 Workshop 1, 0,0 hp  
Grading scale: Fail, Pass
- 1602 Seminar 1, 1,0 hp  
Grading scale: Fail, Pass
- 1603 Seminar 2, 1,0 hp  
Grading scale: Fail, Pass
- 1604 Seminar 3, 1,0 hp  
Grading scale: Fail, Pass
- 1605 Exam, 4,5 hp  
Grading scale: Fail, E, D, C, B, A