



LUND
UNIVERSITY

Faculty of Social Sciences

SKOB36, Strategic Communication: Academic Paper in Digital Media, 7.5 credits

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

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2015-03-17 and was last revised on 2016-03-15. The revised syllabus applies from 2016-08-29, autumn semester 2016.

General Information

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

Language of instruction: English

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 demonstrate

Knowledge and understanding

- understanding of the research area of strategic communication and digital media that underpins the investigation
- knowledge of the relationship between different types empirical data and choice of research method

Competence and skills

- the ability to write an academic research paper with a methodological or thematic connection to strategic communication and digital media
- the ability to identify, formulate and solve scientific problems in a given time frame
- the ability to conduct research-based information searches using the library's databases
- the ability to orally and in writing to describe and argue for the chosen research method, problems and solutions

Judgement and approach

- 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 and digital media. 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, 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.

Course components such as seminars are exempted from the grading scale above. Where applicable the grades awarded for such components are Pass or Fail. For the grade of Pass the student must show acceptable results. For the grade of Fail the student must have shown unacceptable results.

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 for the course the student must have passed at least 45 credits within the Bachelor of Science Programme in Strategic Communication and Digital Media, 180 credits.

Further information

The course can not be included in a degree in combination with SKDK41 Academic Paper in Digital Media, 7.5 credits.

Subcourses in SKOB36, Strategic Communication: Academic Paper in Digital Media

Applies from H15

- 1501 Seminar on paper i strat com and digital media, 0,0 hp
Grading scale: Fail, Pass
- 1502 Paper in strategic communication and digital media, 7,5 hp
Grading scale: Fail, E, D, C, B, A