

## **SKOC62, Research Methods in Strategic Communication, 7.5 credits**

*Strategisk kommunikation: Forskningsmetoder i strategisk kommunikation, 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 2018-02-06. The syllabus comes into effect 2018-02-07 and is valid from the spring semester 2018.

### **General information**

The course within the main field of study Strategic communication is a compulsory course during the sixth semester on the Bachelor's programme in strategic communication, 180 credits, and on the Bachelor's programme 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 study*

*Specialisation*

Strategic  
Communication

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

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

## Knowledge and understanding

- show deep knowledge of the relationship between different scientific theoretical starting points and scientific research methods and analytical work,
- show deep knowledge of quantitative and qualitative research methods and how they are applied within strategic communication,

## Competence and skills

- demonstrate the ability to apply different scientific methods connected to a given research aim and research questions,
- demonstrate the ability to independently analyze empirical material,
- demonstrate the ability to plan and carry out an interview study,
- demonstrate the ability to carry out and communicate results of quantitative studies based on basic statistical analyses,

## Judgement and approach

- demonstrate the ability to assess the quality and deficiencies in the use of the different research methods in concrete contexts e.g. scientific studies, investigations and studies,
- demonstrate the ability to reflect critically on the research methods used in the field of strategic communication and the way that these are used in current research.
- demonstrate the ability to make research ethical assessments

## Course content

The course gives deepened knowledge in qualitative and quantitative methods that are commonly used within the research field of strategic communication. Special attention is given to the relation between choice of research method and its effect on how analytical work is designed and is carried out. The course consists of three components that can run in parallel.

During the first component, an overview of different scholarly research methods with a focus on the research process i.e. is given the relation between theory and research question, choice of research method and empirical data, and analysis and conclusions. Further, differences and similarities between qualitative and quantitative methods are treated, and how different research methods can be combined. Research ethical questions are also included in the first component. During the second course component the student immerses oneself in a few chosen qualitative research methods. The student is trained in to review and evaluate scientific texts where the chosen research methods are applied, among them interview method. An important part in this course component consists of discussions of the advantages and disadvantages of different research methods in relation to research question and empirical data. The third component is dedicated to quantitative research methods. The student is trained in to understand and use statistical data processing software and to review and evaluate scientific texts where the chosen methods are applied.

An important part in all components consists of discussions of the advantages of different methods and disadvantages in relation to research issues, theoretical choices, empirical material, analysis methods and strategies for doing analysis.

## **Course design**

Teaching is given as lectures, exercises and seminars. Attendance at seminars is compulsory unless there are special grounds. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

## **Assessment**

The course is examined through compulsory seminars, written assignments and home exams.

In connection with the course, three examination sessions been offered: a regular test 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.

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.

## **Grades**

Grading scale includes the grades: Fail, E, D, C, B, A

For the grade Pass, it is required that the student satisfies the intended learning outcomes that have been stated for the course. To pass with distinction, it been furthermore required that the intended learning outcomes are particularly well met/the student demonstrates special theoretical consciousness and special analytical ability.

## **Entry requirements**

For students admitted to the Bachelor's programme in strategic communication, 180 credits, is the requirements the following: For admission to the course, completed course requirements about 95 credits within the Bachelor's programme in strategic communication are required, of which SKOA10 Communicative professional roles in theory and practice (6 credits), SKOA13 Perspective on communication (9 credits) and SKOA12 Organisation and communication (15 credits), SKOA 83 Brand Communication (7.5 credits), SKOA33 PR, power and media (15 credits), SKOA36 Introduction to research methods (7.5 credits) and SKOA38 Academic paper in strategic communication (7.5 credits) should be completed.

For students admitted to the Bachelor's programme in strategic communication and digital media, 180 credits, is the requirements the following: For admission to the course are required completed course requirements about 95 credits within the Bachelor's programme in Strategic communication and digital media, of which SKDB15 Professional roles in the digital the society (6 credits), SKOA13 Perspective on communication (9 credits), SKOA12 Organisation, communication (15 credits), SKDA31 strategic communication in digital media (15 credits), SKOA36 Introduction to research methods (7.5 credits) and SKDK41 Thesis work in strategic communication and digital media (7.5 credits) and SKDA34 Quality assurance and risk management

(7.5 credits) should be completed.

### **Further information**

No other information