



LUND
UNIVERSITY

Faculty of Social Sciences

SKOM12, Strategic Communication: Master Thesis, 30 credits

Strategisk kommunikation: Examensarbete för masterexamen, 30 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by Faculty Board of Social Sciences on 2011-11-17 and was last revised on 2015-10-27 by the board of the Department of Strategic communication. The revised syllabus applied from 2016-01-18, spring semester 2016.

General Information

The course in the main field of study strategic communication is a compulsory course during the fourth semester on the Master of Science Programme in Strategic Communication, 120 credits.

The course is offered 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

A2E, Second cycle, contains degree project for MA/MSc (120 credits)

Learning outcomes

On completion of the course, the student should show

Knowledge and understanding

- knowledge and understanding in the field of Strategic Communication, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- specialised methodological knowledge in the field of Strategic Communication,

Competence and skills

- ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, research question, and situations even with limited information,
- ability that critically, independently and creatively identify, formulate research questions, and to plan, and with adequate methods carry out qualified tasks within given time frames, and thereby contribute to the knowledge development as well as to evaluate this work,
- ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- skills required for participation in research and development work or autonomous employment in some other qualified capacity.

Judgement and approach

- ability to make assessments in the field of Strategic Communication informed by relevant disciplinary, social and ethical issues and demonstrate awareness of ethical aspects of research and development work,
- ability to identify her need of additional knowledge and to take responsibility for her knowledge development.

Course content

The course constitutes an individual work where the student independently designs and carries out an scientific study. The student should independently formulate a qualified research question, choose appropriate data collection methods, process an extensive theoretical and empirical material, and present analyses, results and conclusions in a scientific work. The research process is carried out in consultation with a supervisor that is appointed by the department. The supervisor's role is to give constructive feedback and supervise the student through the work process. The responsibility for both implementation and the completed degree project rests however on the student alone.

Course design

The teaching is given as lectures, mid-semester seminar, supervision- where the student obtains help to plan carry out, analyse and report the scientific the work, and examination seminar. The examination seminar is compulsory.

Assessment

At least one supervisor is appointed to each student before the start of the course. The number of supervision sessions is limited to no more than five paragraphs. The student who becomes failed at the first examination further receives no more than two supervision sessions. The course is assessed by particularly appointed examiner through assessing the completed degree project, defence of thesis and completed critical review. The degree project is ventilated at a critical review seminar where the student presents and discusses its set-up, implementation and results orally. At the critical review seminar, the student reviews another degree project. The quality of the critical review is weighed in the final grade for the course.

The degree project should be submitted for archiving according to the instructions of the department.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of the end of the course. 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.

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

Entry requirements

For admission to the course, completed course requirements of at least 60 credits are required profile courses in the Master of Science Programme in Strategic Communication, 120 credits. In addition, at least 15 credits method are required.

Further information

The course may not be included in qualification with SKOM11 Degree Project for Degree of Master (120 credits) 30 credits.

Subcourses in SKOM12, Strategic Communication: Master Thesis

Applies from V12

1101 Master Thesis, 30,0 hp
Grading scale: Fail, E, D, C, B, A