



Faculty of Social Sciences

## **SKOP01, Strategic Communication: Introduction to Strategic Communication, 7.5 credits**

*Strategisk kommunikation: Introduktion till strategisk kommunikation, 7,5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2017-04-25 to be valid from 2017-05-01, autumn semester 2017.

### **General Information**

The course in the main field of study Strategic communication is compulsory during the first semester in the MSc Programme in Strategic Communication, 120 credits. The course is given in Helsingborg.

*Language of instruction:* English

The language of instruction is Swedish but components may be taught in other Scandinavian languages or English.

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

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

#### **Knowledge and understanding**

- show advanced knowledge of strategic communication as interdisciplinary research field and practice,

#### **Competence and skills**

- demonstrate the ability to evaluate practical problems in strategic communication and argue for a theoretically based solution,
- demonstrate the ability to apply and relate central rhetorical concepts to different communicative practices,
- demonstrate the ability to apply central concepts in intercultural communication to practical communication problems and work in intercultural teams,

### **Judgement and approach**

- demonstrate the ability to reflect on the relationship between a personal educational background to strategic communication as research field, practice and professional roles,
- demonstrate the ability to reflect on how different fields in strategic communication relate to scientific knowledge and professional practice.

### **Course content**

The course introduces strategic communication as research field. Through lectures and active work with assignments the student approach the multidisciplinary field of strategic communication and particularly subareas organizational communication, public relation and marketing communication as well as rhetoric and intercultural communications. During the work with the assignments, theoretical perspectives, models and concepts are related to professional communication practice. Guest lecturers give insights in practical professional communication work, roles and career paths in strategic communication. During the course, an introduction is also given to information retrieval and management of academic journal databases at the Lund University Library.

### **Course design**

Teaching consists of lectures, guest lectures, workshops, supervision, and seminars. Participation in guest lectures and workshops are compulsory unless special circumstances apply.

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:

- an individual presentation on professional roles in strategic communication presented at a seminar,
- a project about strategic communication as a research field and practice. The project is carried out in groups presented at a seminar,
- an individual assignment on intercultural communication presented at a seminar.

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.

The individual presentation on professional work roles in strategic communication is exempted from the grading scale above. Pass or Fail are used as grades in this course component. For the grade Pass, the student should show a sufficient results. For the grade of Fail the student must have shown unacceptable results.

Grade on the whole course consists of a mean of the grades on graded exams (where A = 5, B = 4, C = 3, D = 2 and E = 1). To pass the course, the student must have received at least E on all course components assessed with grading scale E- A, Fail, and the grade Pass on all course components assessed with the grading scale Pass/Fail as well as participated in all compulsory components.

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**

Admitted to the MSc Programme in Strategic Communication, 120 credits.

## **Further information**

The course may not be included in a degree together with SKOB10 Introduction to Strategic Communication 7.5 credits.

## Subcourses in SKOP01, Strategic Communication: Introduction to Strategic Communication

Applies from H17

- 1701 Presentation on Work Roles within Strategic Communication, 2,0 hp  
Grading scale: Fail, Pass
- 1702 Project on Strategic Communication, 3,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1703 Assignment on Intercultural Communication, 2,0 hp  
Grading scale: Fail, E, D, C, B, A