



LUND
UNIVERSITY

Faculty of Social Sciences

SKOP10, Strategic Communication: Introduction to Strategic Communication, 7.5 credits

Strategisk kommunikation: Introduktion till strategisk kommunikation, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by Faculty Board of Social Sciences on 2014-06-12 and was last revised on 2016-03-15 by the board of the Department of Strategic communication. The revised syllabus applies from 2016-08-29, autumn semester 2016.

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

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 knowledge of strategic communication as interdisciplinary research domain and different professional roles in the field,

Competence and skills

- demonstrate the ability to apply central theories and models in different fields of strategic communication,
- demonstrate the ability to apply and relate central rhetorical concepts to different communicative practices,
- demonstrate the ability to relate strategic communication as research field to different professional roles,
- demonstrate the ability to evaluate practical problems in strategic communication and argue for a theoretically based solution,
- demonstrate the ability to summarise research in the area strategic communication by using information retrieval and management of scientific journals in databases at Lund University Library,

Judgement and approach

- 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 approach oneself the students strategic communication and particularly subareas organizational communication, public relation and marketing communication as well as rhetoric and international communication. 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, and seminars. Participation in guest lectures, workshops and seminars 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,
- a project about strategic communication in practice carried out in groups,

- an individual paper on the research field strategic communication,
- an individual reflection paper on international communication.

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 and the reflection paper are exempted from the grading scale above. Pass or Fail are used as grades in these course components. 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 SKOB16 Introduction to Strategic Communication 7.5 credits.

Subcourses in SKOP10, Strategic Communication: Introduction to Strategic Communication

Applies from H16

- 1601 Presentation communicative professional roles, 1,0 hp
Grading scale: Fail, Pass
- 1602 Project on strategic communication in practice, 2,0 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Paper on strategic communication, 3,5 hp
Grading scale: Fail, E, D, C, B, A
- 1604 Reflection paper International communication, 1,0 hp
Grading scale: Fail, Pass

Applies from H14

- 1401 Introduction to Strategic Communication, 7,5 hp
Grading scale: Fail, E, D, C, B, A