



Faculty of Social Sciences

SKOP20, Strategic Communication: Public Relations, 7.5 credits

Strategisk kommunikation: Public Relations, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2014-10-14 and was last revised on 2016-04-26. The revised syllabus applies from 2016-08-29, autumn semester 2016.

General Information

The course is mandatory during the first semester within the Master of Science Programme in Strategic Communication, 120 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

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

Learning outcomes

After completing the course the student should demonstrate

Knowledge and understanding

- specialised knowledge of public relations as a professional practice and interdisciplinary field of research, including knowledge of epistemic and practical tensions defining the discipline,

Competence and skills

- the ability to apply key theories and models to different areas of public relations, including the central steps of planning a public relations campaign

- the ability to relate key concepts of public relations to other disciplines of communication and management,
- the ability to apply and relate key concepts of public relations such as legitimacy, corporate social responsibility, identity, image and reputation to different organisational goals, problems and challenges,
- specialised ability to argue for theoretically informed solutions to key public relations issues,

Judgement and approach

- the ability to reflect on the professional role and societal function of public relations in relation to the interests of organisations and society,
- the ability to reflect on the practical challenges of efficiency and ethics within public relations and other activities of strategic communication.

Course content

The course introduces the key theories and practical issues defining public relations as a discipline of scholarly enquiry and of practical work. Among the subjects addressed in the course are ethics and efficiency, for example in campaigns, and how they are related. Furthermore, the course introduces organisation and management theories on CSR, stakeholder management and legitimacy that have affected public relations as an academic discipline. Finally, the course also deals with campaign planning within public relations.

Course design

Teaching consists of lectures, seminars, workshops and supervision. Attendance at seminars is highly recommended as a preparation for the exam.

Assessment

The course is examined through an oral examination conducted in groups. The students prepare a joint paper that forms the basis for the oral exam, but each student will receive an individual grade based on his or her performance. Students prepare a paper for the oral examination. In connection with the course students are offered three examinations, a regular examination, a re-examination and one additional re-examination. Within one year after the course, students are offered a minimum of two additional re-examinations. Thereafter, more examinations are offered but in accordance with current course content.

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 nonpassing 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 about the grading scale and how it is applied in the course.

Entry requirements

Accepted to the Master of Science Program in Strategic Communication, 120 credits.

Further information

The course cannot be part of a degree together with SKPM03 Public Relations, 7,5 credits.

Subcourses in SKOP20, Strategic Communication: Public Relations

Applies from H16

1601 Oral exam, 7,5 hp
Grading scale: Fail, E, D, C, B, A

Applies from H14

1401 Public Relations, 7,5 hp
Grading scale: Fail, E, D, C, B, A