



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOP21, 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 2018-09-18 to be valid from 2018-09-21, autumn semester 2018.

### **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. The course uses political communication as an example to convey a theoretical and practical understanding of contemporary public relations work and public relations campaigns.

### **Course design**

Teaching consists of lectures, seminars, workshops and practical exercises.

Attendance at workshops are compulsory. Students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar, are offered an alternative form or date for compulsory components. This also applies to students who have missed teaching because of activities as a student representative.

### **Assessment**

The course is examined through a home exam and a practical exercise.

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.

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.

*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 SKOP21, Strategic Communication: Public Relations

Applies from H18

- 1801 Home exam, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1802 Practical exercise, 3,5 hp  
Grading scale: Fail, E, D, C, B, A