

SKOP32, Strategic Communication: Qualitative Methods, 7.5 credits

Strategisk kommunikation: Kvalitativ metod, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Faculty Board of Social Sciences on 2014-06-12 to be valid from 2014-09-01, autumn semester 2014.

General Information

The course is in the main field of Strategic Communication and is a compulsory component of the third semester of the Master of Science (120 credits) programme in Strategic Communication. 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

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- demonstrate awareness of different theory of science perspectives and their significance for the analysis and design of qualitative studies

Competence and skills

- demonstrate the ability to choose and justify qualitative methods in relation to other methods based on a given issue
- demonstrate the ability to collect and analyse qualitative empirical material
- demonstrate the ability to report a qualitative study and justify the choice of method based on a predetermined issue and theory of science perspective
- demonstrate the ability to critically review a qualitative study, and discuss and reflect on the quality and ethical aspects of qualitative studies

Judgement and approach

- demonstrate the ability to critically reflect on experiences and consequences of the collection and analysis of qualitative empirical material.

Course content

The aim of the course is to provide students with an overview of different qualitative methods, e.g. observation, interviews and text analysis, and their use in strategic communication. Furthermore, students are to develop skills in applying different qualitative methods. Major emphasis is placed on the analysis and reporting of qualitative studies. Theoretical knowledge as well as practical skills with regard to qualitative methodology are covered. The intention is that the knowledge acquired should serve a basis for the degree project.

Course design

The teaching consists of lectures, workshops and seminars. Unless there are valid reasons to the contrary, compulsory participation is required in workshops and seminars. 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 assessment is based on continuous presentations and written assignments, a take-home exam and active participation in seminars and workshops.

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.

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 on the course.

Entry requirements

To be admitted to the course, students must have completed courses amounting to 60 credits on the Master of Science (120 credits) programme in Strategic Communication, 120 credits.

Further information

The course may not be included in the same degree as SKOP27- Strategic Communication: Qualitative Methods

Subcourses in SKOP32, Strategic Communication: Qualitative Methods

Applies from H13

1301 Qualitative Methods, 7,5 hp
Grading scale: Fail, E, D, C, B, A