



Faculty of Social Sciences

SKOP35, Strategic Communication: Strategic Communication Theory, 7.5 credits

Strategisk kommunikation: Strategisk kommunikationsteori, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2015-06-10 and was last revised on 2018-09-18. The revised syllabus applies from 2018-09-21, autumn semester 2018.

General Information

The course is a compulsory component of the third semester of the MSc programme in Strategic Communication (120 credits). The course is offered at Campus Helsingborg.

Language of instruction: English

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

Upon the completion of the course, the students shall:

Knowledge and understanding

- explain and discuss the discipline's central concepts, models, theories and perspectives,

Competence and skills

- apply relevant concepts, models, theories and perspectives to identify and analyze communicative problems and challenges in contemporary organizations and suggest possible solutions.

- expound and discuss theoretical and practical connections between business concerns and communicative strategies,

Judgement and approach

- critically reflect on core concepts, models, theories and perspectives from the course, including their implications, possibilities and limitations.

Course content

The course provides students with a critical approach to the communicative dimensions of contemporary organizations. Drawing on insights from the fields of organization, strategy, public relations, marketing and management, the course describes and deconstructs common-sense understandings of communicative management and introduces a number of alternative perspectives and solutions. By training students to imagine and articulate alternative ideas and positions within the broad field of strategic communication, the course establishes a necessary counterweight to the many unfounded normative ideals and prescriptions that shape the field.

Course design

The teaching is given in the form of lectures, and seminars.

Assessment

The course is examined by one individual take-home examination (4,5hp) and three student-led seminars (3hp).

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 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 seminars are exempted from the grading scale above. The grades awarded for such components are Pass or Fail. For the grade of Pass the student must show acceptable results. For the grade of Fail the student must have shown unacceptable

results.

The course grade is set by the grade on the individual home exam (4,5 credits).

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

To be admitted to the course, the student must have passed 60 credits within the MSc programme in Strategic Communication (120 credits).

Subcourses in SKOP35, Strategic Communication: Strategic Communication Theory

Applies from H18

- 1801 Home-exam, 4,5 hp
Grading scale: Fail, E, D, C, B, A
- 1802 Seminar 1, 1,0 hp
Grading scale: Fail, Pass
- 1803 Seminar 2, 1,0 hp
Grading scale: Fail, Pass
- 1804 Seminar 3, 1,0 hp
Grading scale: Fail, Pass

Applies from H16

- 1601 Paper, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1602 Oral examination, 3,5 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Seminar 1, 0,0 hp
Grading scale: Fail, Pass
- 1604 Seminar 2, 0,0 hp
Grading scale: Fail, Pass
- 1605 Seminar 3, 0,0 hp
Grading scale: Fail, Pass