

## **SKOP35, Strategic Communication: Strategic Communication Theory, 7.5 credits**

*Strategisk kommunikation: Strategisk kommunikationsteori, 7,5  
högskelepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2015-06-10 and was valid from 2015-08-31, autumn semester 2015.

### **General Information**

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

*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 students shall demonstrate

#### **Knowledge and understanding**

- specialised knowledge of current trends and issues for the future in the research field and practice of strategic communication
- knowledge of theories and concepts in strategic communication based in identity work, place branding and democracy
- understanding of how digital media affect communication in organisations and create new boundaries

### **Competence and skills**

- good ability to demonstrate the mutual impact of different communication processes within and outside organisations
- skills in analysing the tensions between public and private, local and global, society and organisation, and citizen and consumer created by strategic communication

### **Judgement and approach**

- ability to assess the implications of increasingly fluid boundaries between communication forms at the levels of individuals, organisations and societies
- ability to use the required reading to discuss and reflect on the future profession as communication officer

### **Course content**

The course starts by considering the emergence of strategic communication as a research field, and the current discussions and future prospects with regard to the coordination or separation of the different areas of the field. Subsequently, the focus is placed on a number of themes organised around the key concepts of identity, democracy and place.

Within the three themes, the course deals with key concepts and theories and with the general question of whether, and if so how, it is possible to apply a holistic perspective to the theory and practice of strategic communication. Digital media tend to both dissolve and redefine boundaries, and the significance of digital media for the communication of organisations is discussed throughout the course.

The students will be working on empirical cases during the course and are enabled to acquire specialised knowledge of the indistinct boundaries between the internal and external communication of organisations. The course will also address the professional role of communication officers in relation to boundaries in strategic communication such as between citizen and consumer, local and global, society and organisation, and employee and private individual.

### **Course design**

Teaching consists of lectures and seminars. Attendance at seminars is compulsory unless there are special grounds.

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

### **Assessment**

The assessment is based on an individual take-home exam and an oral exam. 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 grades awarded are A, B, C, D, E or Fail. 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 course grade is based on an individual take-home exam (50%) and an oral exam (50%). 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.

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.

### Calculation of course grade

A grade on the whole course is awarded when the students have passed all the subjects examined. The calculation is based on all exams awarded a grade in accordance with A–E and Fail scale, in which the letters are assigned a numerical value as follows:

Value	Grade
A	5
B	4
C	3
D	2
E	1

The exams assigned grades are weighted in accordance with a formula multiplying the number of credits for the exam with the numerical value of the grade letter indicated above. The resulting value is divided by the total number of credits for the course. The resulting values are added up to one numerical grade that is translated into a letter grade in accordance with the following table:

Weighted grade	Course Grade
4.5–5.0	A

3.5–4.4	B
2.5–3.4	C
1.5–2.4	D
1.0–1.4	E

## Entry requirements

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

## Subcourses in SKOP35, Strategic Communication: Strategic Communication Theory

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

Applies from H15

- 1501 Strategic Communication Theory, 7,5 hp  
Grading scale: Fail, E, D, C, B, A