



Faculty of Social Sciences

## **SKPM05, Strategic Communication: Research Design, Pt II, 7.5 credits**

*Strategic Communication: Research Design, Pt II, 7,5  
högskolepoäng  
Second Cycle / Avancerad nivå*

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### **Details of approval**

The syllabus was approved by Faculty Board of Social Sciences on 2013-05-13 to be valid from 2013-09-02, autumn semester 2013.

### **General Information**

The course is mandatory during the third semester within the Master of Science Programme in Strategic Public Relations, 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*

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 in-depth understanding of the relationship between the different components of the research design,
- demonstrate sufficient knowledge of basic statistical analyses, such as regression and factor analysis, in order to answer different research questions,

### **Competence and skills**

- demonstrate an ability to design research project based on quantitative methods,
- demonstrate an ability to independently reflect on the link between research, question(s) and research strategy,
- design, execute and assess a survey according to scientific standards,

### **Judgement and approach**

- communicate results of quantitative research findings.

### **Course content**

This course deepens and broadens the understanding gained in Research Design Pt. I. Whereas the main focus of Pt. I was on Qualitative Methods, Pt. II puts the emphasis on Quantitative Methods. In particular, the aim of this module is to provide the students with the skills necessary to design and carry out an individual research project based on quantitative methods.

### **Course design**

The course consists of three themes.

The first theme focuses on research design. The students are introduced to research design based on quantitative methods. Initially, they are asked to reflect on what it means to do research in the social sciences and when quantitative methods are appropriate. The students are also introduced to tools to plan, motivate and design a quantitative study. The second theme is survey methods. The students are introduced to surveys as a data source. Apart from technical issues such as sampling, question design and data collection, the theme focuses on the relation between research question, survey design and data analysis.

The third theme is data analysis. The students are introduced to different statistical methods such as regression analysis and factor analysis and learn how to use them in SPSS.

### **Assessment**

Teaching includes lectures, seminars and workshops. Students are expected to participate in group preparations between the activities. Active participation in workshops and seminars is compulsory. The assessment will take the form of two small group assignments in continuation of the workshops and seminars, and an individual assignment where the student will present a project description with emphasis on research design and methods.

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 non-passing result is F for 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**

To be eligible for the course the student must have passed at least 45 credits within the Master of Science Programme in Strategic Public Relations, 120 credits.

## Subcourses in SKPM05, Strategic Communication: Research Design, Pt II

Applies from H13

1301 Research Design, Pt II, 7,5 hp  
Grading scale: Fail, E, D, C, B, A