

## **SKPM06, Strategic Communication: Research for Dissertation, 7.5 credits**

*Strategic Communication: Research for Dissertation, 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 2013-05-16 to be valid from 2013-09-02, autumn semester 2013.

### **General Information**

Main field of study: Strategic Communication. The course is mandatory during the third semester within the Master of Science Programme in Strategic Public Relations (Helsingborg Phase). The course takes place in Helsingborg.

*Language of instruction:* English  
The language of instruction is 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 knowledge of the nature of research process in social science research,
- demonstrate understanding of the relationship between the different phases in the research process,

### **Competence and skills**

- demonstrate ability to independently formulate and pursue a relevant research question,
- demonstrate ability to understand and produce scientific text,
- demonstrate skills in presenting reasoned arguments anchored in the science,
- demonstrate ability to produce a research proposal encapsulating appropriate research strategies and methodological concepts,

### **Judgement and approach**

- demonstrate awareness of ethical considerations in social science research,
- demonstrate ability to approach knowledge and science critically,
- demonstrate ability to evaluate research results within the social sciences.

### **Course content**

This course is closely connected to the master's thesis that is written during the second year of the programme. The aim of this course is to give the students the knowledge necessary to design and carry out a smaller research project. The student is encouraged to start to formulate a master thesis topic and start preparations. This course will provide a more holistic perspective of the research process and include questions such as how to formulate a research question, how to plan, motivate and design a study and which ethical aspects should be considered.

### **Course design**

Teaching includes lectures, seminars and workshops. Active participation in seminars are compulsory.

### **Assessment**

The assessment will take the form of a group presentation based on collective research into a contemporary issue within the field of public relations, and an individual assignment designed to provide the basis for the master thesis.

In connection with the course students are offered three examinations, a regular examination, a re-examination and one additional re-examination in mid-August. 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 (U) 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 SKPM06, Strategic Communication: Research for Dissertation

Applies from H13

1301 Research for Dissertation, 7,5 hp  
Grading scale: Fail, E, D, C, B, A