



Faculty of Social Sciences

SKPM07, Strategic Communication: Internship, 15 credits

Strategic Communication: Internship, 15 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by Faculty Board of Social Sciences on 2013-05-16 and was 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 is administratively located in Helsingborg. Students are free to find placements in Sweden, UK or any other country (please recommendations of State Department).

Language of instruction: English

Main field of studies

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Depth of study relative to the degree requirements

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

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Learning outcomes

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

Knowledge and understanding

- demonstrate understanding of academic skills to practical work experience,

Competence and skills

- demonstrate relate academic skills to practical work experience, i.e. connect theory and practice,
- explain in theoretical terms major skills and attributes related to strategic public relations he or she has acquired,
- discuss in which way he or she has made a meaningful contribution during the placement in the form of a portfolio,

Judgement and approach

- reflect independently on the strength and weaknesses of the organisation's work with strategic public relation practice experienced during the internship.

Course content

This course offers the student the opportunity to relate his or her academic skills to practical work experience. The core time is spent on placement, with additional course requirements. The aim is to make the students well prepared for their future working life and to establish contacts with potential employers. The minimum duration of the internship is 30 work days (six weeks full-time work). The Internship is also a chance for the student to get access to a field where empirical data for the master thesis can be collected. Each student has the responsibility of finding an internship. Support in terms of seminars and advice will take place in good advance before the course. By the end of the course the student presents a paper summarizing the internship experience. The student reflects upon practical public relations and a few selected topics, for instance ethical aspects or comparative aspects. This task will allow course director to assess student's understanding of the practical field of public relation and their ability to independently reflect upon practical skills.

The placement has to be approved by the course director. To be accepted the placement-provider must sign a letter of intent in accordance with standards of the Department of Strategic Communication on relevant, varied and qualified work tasks in the field of strategic public relations.

Course design

Teaching consists of placement approved by the course director.

Assessment

Course requirements are as follows:

- after approximately one month, students hand in a progress report,
- after completing the placement, students hand in a portfolio of work carried out during the placement,
- after completing the placement, students hand in a paper outlining their work and reflecting on their achievements and placement experience.
- students review, in writing, the paper of at least one other student.

The students are offered three examinations; one regular examination, one 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.

Students failing the practical part are entitled to make the placement once again.

Subcourses

1301 Strategic Communication: Internship, 15,0 hp Grading scale: Fail, Pass

Grades

Marking scale: Fail, Pass.

To receive Pass the student must fulfil the learning outcomes specified for the course.

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.

Further information

Obtaining an internship, finance any travel, accommodation etc. is the student's responsibility.