

SKPM08, Strategic Communication: Master's Thesis in Strategic Public Relations, 30 credits

*Strategic Communication: Master's Thesis in Strategic Public
Relations, 30 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by Faculty Board of Social Sciences on 2013-11-14 and was valid from 2014-01-20, spring semester 2014.

General Information

The course is mandatory during the fourth semester within the Master of Science Programme in Strategic Public Relations (Helsingborg Phase) if the student does not take the course PREP10 Dissertation in Strategic Public Relations, 30 credits at the University of Stirling.

Language of instruction: English

The language of instruction is English. The course takes place in Helsingborg.

Main field of studies

Depth of study relative to the degree requirements

Strategic Communication

A2E, Second cycle, contains degree project for MA/MSc (120 credits)

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Learning outcomes

On completion of the course the student shall demonstrate:

Knowledge and understanding

- In-depth knowledge and understanding concerning the research area public relations, which includes: 1) a sufficiently broad overview of the field as a whole, 2) a specialized knowledge in the selected area of research; 3) and a general awareness of current research and practical developments,
- ability to specify and justify a particular approach while revealing underlying assumptions behind that approach,
- In-depth knowledge and understanding of the chosen research methodology in the field of public relations research,

Competence and skills

- capacity to critically, independently and creatively identify and formulate research questions,
- capacity to plan and to competently carry out qualified research in a given timeframe,
- ability to present a critical, coherent and analytical piece of writing,
- capacity to perform scholarship and sensitivity in handling sources and data,
- capacity to critically and systematically integrate knowledge while analysing, handling and judging complex questions and issues under conditions of limited information,
- capacity to contribute to the body of scholarly and/or scientific knowledge,
- capacity to present and discuss presented conclusions and underlying assumptions verbally and in writing and adapted to various stakeholders,

Judgement and approach

- capacity to judge the scientific, societal and ethical relevance of research in the field,
- capacity to identify one's own need for further knowledge and education and to take responsibility for one's own further development.

Course content

The overall aim of the course is for students to learn how to conduct research that makes a meaningful contribution to the theory and/or practice relevant to public relations. Students need to demonstrate an in-depth understanding of research procedures and the capability to implement them in a focused research project pertaining to strategic public relations.

The course gives the student the opportunity to design independently their own academic research project in an area of their own interest. The course requires independent learning and students are responsible for the progression of their work. Since strategic public relations is an inter-disciplinary subject, research can be approached from a variety of perspectives. The student should bear in mind that one of the key criteria is the relevance of the study to strategic public relations, which must be made explicit throughout the thesis. Supervisors will help the student to hone their project into an acceptable format, but the student will need to spend considerable time on their own, thinking about how best to tackle their chosen topic.

Course design

Instruction is offered in the form of introductory lectures, supervision sessions and intermediary disputation seminars.

Supervision sessions can be conducted long-distance if the student requests it. The intermediary disputation seminar may be organized online. Students are required to read and extensively comment in proper academic form, either verbally or in writing, on at least one other draft in the course of the intermediary disputation.

Every student is supervised by at least one supervisor. The supervision time is limited to five sessions. Should the thesis fail, students are given a minimum of two more supervision sessions. It is the students' responsibility to make sure the supervisor has sufficient time to prepare for a supervision session.

Assessment

The thesis is marked in accordance with the provisions under article F of this document. The thesis is marked independently by one examiner and at least one marker. The thesis should be submitted in electronic form in accordance with the guidelines of Lund University for the purpose of publication in an open access-database. In certain cases, the requirement to publish the work can be waived.

In accordance with the standards set by Lund University, an opportunity for re-examination is offered after the end of the course. The student has the right to participate in examinations during the following terms, but in accordance with the course regulations that apply at the time.

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 been admitted to the Master Program in Strategic Public Relations. In addition the students must have fulfilled course requirements of at least 75 credits in the Master's Program in Strategic Public Relations. All courses in the program must be completed before the degree is awarded.

Further information

The course cannot be part in a degree together with course PREP10 Dissertation in Strategic Public Relations, 30 credits offered at the University of Stirling.

Subcourses in SKPM08, Strategic Communication: Master's Thesis in Strategic Public Relations

Applies from V14

1301 Master's Thesis in Strategic Public Relations, 30,0 hp
Grading scale: Fail, E, D, C, B, A