



Faculty of Social Sciences

## SKPM12, Strategic Communication: Qualitative Methods, 7.5 credits

*Strategisk kommunikation: Kvalitativa metoder, 7,5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2014-10-14 and was last revised on 2017-10-24. The revised syllabus applies from 2017-10-30, spring semester 2018.

### General Information

The course is mandatory during the second semester within the Master of Science Programme in Strategic Communication, 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

After completing the course the student should

#### Knowledge and understanding

- demonstrate an in-depth knowledge of different epistemological perspectives and its importance for crafting qualitative research and in especially analysis and presentation of qualitative studies,

#### Competence and skills

- demonstrate the ability to select and justify the choice of a qualitative approach in relation to another method, based on a given research question,

- demonstrate the ability to collect and analyze qualitative empirical material,
- demonstrate skills in reporting a qualitative study and justify the selection of method based on a given research question and epistemological perspectives,
- demonstrate skills in critically examining a qualitative study, and being able to discuss and reflect on the quality and ethical aspects in qualitative studies,

### **Judgement and approach**

- demonstrate ability to critically reflect on the experiences and consequences of collection and analysis of qualitative empirical material.

### **Course content**

The course deals with qualitative research methods in the social sciences and especially common methods in strategic communication. The course starts with discussing the relationship between choice of theoretical perspective, research problem and research question in different qualitative traditions. Thereafter the course provides the student with an overview of various qualitative methods such as observation and interview, and how they are used within strategic communications. The course will also develop student's skills in applying various qualitative methods. Special emphasis is given to analysis and reporting of qualitative studies. As well theoretical knowledge as practical skills in qualitative methods is treated. The idea is the knowledge should be the basis for the Master's thesis.

### **Course design**

Teaching consists of lectures, workshops and seminars. Attendance at workshops 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 course is assessed through four seminar assignments and an 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.

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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 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 set by the students grade on the home exam.

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 22,5 credits within the Master of Science Programme in Strategic Public Relations, 120 credits, or the Master of Science Program in Strategic Communication, 120 credits.

## **Further information**

The course can not be part of a degree with SKOP32 Qualitative Methods, 7.5 credits, or SKMP06 Research for Dissertation, 7.5 credits.

## Subcourses in SKPM12, Strategic Communication: Qualitative Methods

### Applies from V17

- 1601 Perspectives in Qualitative Research, 0,0 hp  
Grading scale: Fail, Pass
- 1602 Ethnography, 0,0 hp  
Grading scale: Fail, Pass
- 1603 Interview, 0,0 hp  
Grading scale: Fail, Pass
- 1604 Analysis and Reporting, 0,0 hp  
Grading scale: Fail, Pass
- 1605 Exam in Qualitative Methods, 7,5 hp  
Grading scale: Fail, E, D, C, B, A

### Applies from V16

- 1402 Seminar qualitative perspectives, 0,0 hp  
Grading scale: Fail, Pass
- 1403 Seminar observations, 0,0 hp  
Grading scale: Fail, Pass
- 1404 Seminar interviews, 0,0 hp  
Grading scale: Fail, Pass
- 1405 Seminar analysis and reporting, 0,0 hp  
Grading scale: Fail, Pass
- 1406 Seminar text analysis, 0,0 hp  
Grading scale: Fail, Pass
- 1407 Exam in qualitative methods, 7,5 hp  
Grading scale: Fail, E, D, C, B, A