



Faculty of Social Sciences

## **SKPM13, Strategic Communication: Research and Evaluation for Practice - Planning and Controlling, 7.5 credits**

*Strategisk kommunikation: Forskning och utvärdering i praktiken -  
planering och uppföljning, 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 2017-11-28. The revised syllabus applies from 2017-12-01, 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**

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

#### **Knowledge and understanding**

- demonstrate an in-depth understanding of applied social research as a means of evaluating strategic communication programmes,
- demonstrate an in-depth knowledge on how social research contributes to strategic communication planning as well as strategic communication evaluation,
- demonstrate an in-depth knowledge of established methods and tools of communication controlling, i.e. systematic, integrated, both formative continuous and summative evaluation against the backdrop of communication strategy,

### **Competence and skills**

- demonstrate ability to systematically derive a communication strategy from an organizational strategy or business strategy,
- demonstrate ability to outline the communication strategy in a clear and comprehensible manner using established state-of-the-art terminology and concepts, such as Balanced Scorecards and Strategy Maps,

### **Judgement and approach**

- demonstrate ability to judge the success or failure of communication programmes.

### **Course content**

This module is focused on evaluation research and its utility in practice. Students are introduced to communication controlling as a key concept in Strategic Public Relations and strategic communication. After the course the students shall be acquainted with the theoretical framework for communication controlling as well as its practical implementation. Special attention is paid to the alignment of strategy and controlling.

### **Course design**

Teaching includes lectures, guest lectures and seminars.

Attendance at guest lectures and seminars 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**

Assessment is based on a presentation with report in groups and an individual reflection paper.

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.

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.

Exempted from the grade scale is the reflection paper. Here, the grades pass or fail are awarded.

The course grade is set by the students grade on the group report and presentation.

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 Programme in Strategic Communication, 120 credits.

## **Further information**

The course can not be part of a degree together with SKPM02 Strategic Communication: Research and Evaluation for Practice – controlling, 7.5 credits.

## Subcourses in SKPM13, Strategic Communication: Research and Evaluation for Practice - Planning and Controlling

Applies from V17

- 1601 Presentation and report, 7,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1602 Individual reflection paper, 0,5 hp  
Grading scale: Fail, Pass

Applies from V16

- 1402 Presentation, 3,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1403 Report, 3,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1404 Individual reflection, 1,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1405 Workshop, 0,0 hp  
Grading scale: Fail, Pass