



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKPM77, Strategic Communication: Internship, 7.5 credits**

*Strategic Communication: Internship, 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 2016-12-15 to be valid from 2017-01-16, spring semester 2017.

### **General Information**

The course is elective during the third semester within the Master of Science Programme in Strategic Communication, 120 credits. The course is administratively located in Helsingborg, but the student are free to find and do their placements in another part of Sweden or another country.

*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 should be able to

#### **Knowledge and understanding**

- demonstrate an understanding of the value of academic skills for practical work.
- demonstrate knowledge on how a portfolio adapted to the communication industry is compiled and presented,

### **Competence and skills**

- relate academic skills to practical work experience, i.e. connect theory and practice,
- explain in theoretical terms major skills and attributes related to strategic communication the student has acquired,
- present a portfolio of work samples and discuss how the student has made a meaningful contribution during the placement,

### **Judgement and approach**

- reflect independently on the strength and weaknesses of the organisation's work with strategic communication 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). In addition to the internship the students work with assignments during the course.

During the intership the student will compile a portfolio of work samples that demonstrate both the breadth and depth of the work done at the internship. If the student desires, he or she can, instead of creating a portfolio of work samples, perform a more extensive work assignment at the internship, for example a survey, investigation or project.

Each student has the responsibility of finding an internship. During the course, the student should have continuous contact with the supervisor at the placement providing organisation. By the end of the course the student presents a paper summarizing the internship experience. The student reflects upon practical communication work and a few selected topics, for instance ethical aspects or comparative aspects. This task will allow course director to access the student's understanding of the practical field of strategic communication 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 communication.

### **Course design**

Teaching consists of a introductory lecture, meeting on portfolio construction, and a seminar.

Attendance at the seminar is compulsory unless there are special grounds. A student who is in a country other than Sweden during placement is offered an alternative examination using information technological tools for the examination seminar that ends the course. An alternative form or date for compulsory components is offered to students only if they 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

In order to fulfill the course requirements the student must complete:

- a letter of intent one month before the placement starts
- a progress report within one month after the placement has started,
- a paper outlining their work and reflecting on their achievements and placement experience after completing the placement.
- a personal portfolio of work samples that the student has worked with during the placement
- a signed placement certificate from the placement provider
- a review of at least one other student's paper.

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.

## 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 60 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

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