Faculty of Social Sciences

KOMC13, Strategic Communication: Public Relations and Social Media, 15 credits

Strategic Communication: Public Relations and Social Media, 15 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by Faculty Board of Social Sciences on 2013-05-16 and was last revised on 2015-02-03 by the board of the Department of Strategic communication. The revised syllabus applies from 2015-09-01, autumn semester 2015.

General Information

The course is a free standing first cycle course within the main field of study Strategic Communication. The course is given in Helsingborg.

Language of instruction: English

Main field of studies	Depth of study relative to the degree requirements
Strategic Communication	G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

On completion of the course, the student shall

Knowledge and understanding
- demonstrate knowledge of the basic theoretical concepts which define online public relations,
- demonstrate a critical understanding of the range of tools, platforms and channels currently being used in online strategic communication,

Competence and skills
- demonstrate an ability to develop, motivate, and implement actions designed to enable persuasive engagement with online audiences,

Judgement and approach
- demonstrate an ability to analyze and reflect on the implications for organisations and individuals of online reputation.

Course content

In this course the student develops the knowledge needed to understand the changing nature of public relations practices as it is transformed by a shift to online practices. The course provides the student with the theoretical perspectives and tools they need to develop the practical skills to engage in an ethical manner with online discourse for organisational advantage.

The course begins with an overview of the online environment, explaining key concepts and giving an introduction to a range of "web 2.0" applications. Further, it examines how reputation is formed online, and invites students to examine both their own online profiles and that of a range of organisations. It concludes by requiring students to engage in critical reflection of both their own abilities but also the implications for organizational culture and activity presented by new and challenging forms of communication.

The course requires an appreciation of the challenging dynamics of online communities, and a sensitivity to their needs and requirements. The course requires students to engage with a range of platforms and channels to have the flexibility to work effectively in an environment characterised by rapid innovation and technological change.

Course design

Teaching includes lectures, workshops and seminars. Attendance at workshops and seminars is compulsory unless there are special grounds. 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

Assessment consists of individual contributions to seminars, an essay, and a report in group.

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.

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.

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

General requirements for university studies in Sweden

Further information

A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines.

Foreign students are exempted from the basic university eligibility requirement of commanding the Swedish language.

Subcourses in KOMC13, Strategic Communication: Public Relations and Social Media

Applies from H15

1501 Seminar 1, 0,0 hp
       Grading scale: Fail, Pass
1502 Seminar 2, 0,0 hp
       Grading scale: Fail, Pass
1503 Project, 6,0 hp
       Grading scale: Fail, E, D, C, B, A
1504 Essay, 9,0 hp
       Grading scale: Fail, E, D, C, B, A

Applies from H13

1301 PR and Social Media, 15,0 hp
       Grading scale: Fail, E, D, C, B, A