



LUND
UNIVERSITY

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 is an old version, approved by Faculty Board of Social Sciences on 2013-05-16 and was valid from 2013-09-02, spring semester 2013.

General Information

The course is offered as a free standing online first cycle course within the main field of study Strategic Communications. In addition, the course comprises of four seminars, which takes place in Helsingborg, for which attendance is required. The course is administratively located in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Strategic Communication

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

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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

In addition to web based teaching elements which are completed at home, to agreed deadlines, the course comprises of four seminars, which takes place in Helsingborg, for which attendance is required. As well as attending the seminars, the student will engage with a series of eight lessons and associated tasks to be posted online.

Assessment

Assessment consists of written examinations and online tasks. Firstly, the students will be required to successfully complete four individual reflection papers; a registration assessment and three additional reflections during the course. Secondly, the students

will work in small groups who will work together using online technologies and platforms to develop an action plan with recommendations for a digital strategy suitable for an organisation of their choice. Thirdly, they complete an individual essay that demonstrates their understanding on central theoretical concepts and perspectives.

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

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

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

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. English language proficiency is demonstrated in one of the following ways:

- IELTS score of 6.5 (with no section less than 5.5)
- TOEFL paper-based score of 4.5 (scale 1-6) in written test and a total score of 575; internet based score of 20 (scale 0-30) and a total score of 90
- Cambridge/Oxford – Advanced Certificate of Proficiency
- A Bachelor's degree from a university where English is the only language of instruction, according to the International Handbook of Universities

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