



LUND
UNIVERSITY

Faculty of Social Sciences

KOMC40, Strategic Communication: Public Affairs, 7.5 credits

Strategisk kommunikation: Public Affairs, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2019-12-03 to be valid from 2019-12-13, autumn semester 2020.

General Information

The course is offered as a free-standing course. The course is given in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

Upon the completion of the course, the students shall

Knowledge and understanding

- show knowledge of the significance of policy processes for public affairs,
- show knowledge of public affairs from a communicative perspective,

Competence and skills

- demonstrate the ability to discuss how different types of policy processes affect how public affairs can be executed,
- demonstrate the ability to design a public affairs strategy for a given organisation that supports its overall objectives,

- demonstrate the ability to design a communication plan that aims to realise a public affairs strategy,

Judgement and approach

- demonstrate the ability to reflect on ethical and democratic consequences of public affairs,
- demonstrate the ability to evaluate strenghts and weaknesses in public affairs strategies and plans.

Course content

The aim of the course is to provide the student with theoretical knowledge and practical skills within public affairs. The course attends public affairs' role for organizations and society, both nationally and internationally. Public affairs involves how organiations try to create relationships with public institutionens and other organisations for the purpose of political influence, and includes both advocacy and meetings with politicians and public servants. The first part of the course deals with policy processes, i.e. the process whereby an issue is first conceptualized and later becomes a policy proposal to be decided on by parliament and the students learn to identify where and when to influence legislation in different countries. The second part focuses the communicative aspects of public affairs and the student is trained to strategically plan public affairs through analyzing and identifying stakeholders, channels and messages. Also, democratic and ethical issues concerning public affairs are discussed in depth

Course design

The teaching is given in the form of lectures, guest lectures, study visits, and seminars. Participation in guest lectures and study visits are compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Examination takes place through:

- an individual report on the policy process related to a specific political issue (2 credits),
- a project consisting on a public affairs strategy and a communication plan (4 credits) which is completed in groups. The project is presented at a seminar.
- an individual reflection paper (1.5 credits)

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities

are offered but in accordance with the current course syllabus.

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 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.

Grade on the whole course consists of a mean of the grades on graded exams (where A = 5, B = 4, C = 3, D = 2 and E = 1). To pass the course, the student must have received at least E on all course components assessed with grading scale E- A, Fail, and the grade Pass on all course components assessed with the grading scale Pass/Fail as well as participated in all compulsory Components.

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 on the course.

Entry requirements

For admission to the course, the student shall have completed course requirements of at least 60 credits in a social science subject or the equivalent

Oral and written proficiency in English equivalent to English 6/B (advanced) from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines. International students are exempted from the general entry requirement of proficiency in Swedish.

Subcourses in KOMC40, Strategic Communication: Public Affairs

Applies from H20

- 2001 Report, 2,0 hp
Grading scale: Fail, E, D, C, B, A
- 2002 Project, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 2003 Reflection Paper, 1,5 hp
Grading scale: Fail, E, D, C, B, A