

## **KOMN01, Strategic Communication: Qualified Internship in Strategic Communication, 30 credits**

*Strategisk kommunikation: Kvalificerad yrkespraktik inom strategisk kommunikation, 30 högskolepoäng*  
**Second Cycle / Avancerad nivå**

---

### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2015-02-03 (U2015/51). The syllabus comes into effect 2015-09-01 and is valid from the autumn semester 2015.

### **General information**

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

*Language of instruction:* English

<i>Main field of study</i>	<i>Specialisation</i>
Strategic Communication	A1F, Second cycle, has second-cycle course/s as entry requirements

### **Learning outcomes**

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

#### **Knowledge and understanding**

- demonstrate specialised knowledge of the practical application of theories of strategic communication
- demonstrate specialised knowledge of a scholarly approach to the implementation, development and improvement of tasks in strategic communication

## Competence and skills

- demonstrate a good ability to relate academic skills to professional duties, for example linking theory to practice
- demonstrate a good ability to independently find research-based solutions to problems identified in the communication of an organisation
- demonstrate the ability to independently write a literature review based on an identified need of professional development
- demonstrate the ability to apply methods of scholarly inquiry in a professional context
- demonstrate the ability to discuss in the form of a portfolio how they have contributed to the achievement of the host organisation's goals

## Judgement and approach

- demonstrate the ability to reflect on how a scholarly approach can be applied to professional communication.

## Course content

The aim of the course is to prepare students for future professional life by providing them with an opportunity both to relate their academic skills to professional duties and to establish contact with potential employers. The work placement in strategic communication can take place in public or private organisations or NGOs, in Sweden or abroad.

The course is mainly made up of work placement duties, but also includes several assignments to be completed before and after the placement. The work placement is to comprise at least 16 weeks of full-time work (the equivalent of 640 working hours) which corresponds to 32 hours a week for 20 weeks. Aided by supervision at the placement-provider, the student is to engage in advanced and varied tasks of both a strategic and operational nature. The duties are to be related to previous studies on the programme and the student is to have the opportunity to apply and develop previously acquired knowledge of strategic communication at the host organisation.

As a part of the work placement and based on an identified need of professional development, the student is to find theories within a specific field and write a literature review.

During the work placement, the student is to collect work samples in a portfolio which is to be presented at a seminar. As an alternative to the portfolio, the student may also conduct a major assignment at the host organisation, such as a survey, inquiry or project. The work samples or assignment must conform to the department's requirements of relevant and advanced tasks in strategic communication.

Simultaneously with the placement, the student is to work on assessed course components. These assignments are to comprise at least 4 weeks of full-time work (the equivalent of 160 working hours) which corresponds to 8 hours a week for 20 weeks. The aim of the assignments is to enable students to develop their understanding of communication practice by reflecting on the links between theory and practice, assembling relevant work samples into a portfolio and independently expanding their knowledge.

The work placement must be approved by the course director. For a placement to be approved, the host must sign an agreement to offer relevant, varied and advanced duties in strategic communication in accordance with the department's requirements.

## Course design

The teaching consists of an introductory lecture on the course, the requirements of the placement and letter of intent, and a final seminar in which the students' reflection papers are discussed.

Attendance at introductory lecture and seminar 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

The assessment is based on the following assignments:

- An work placement plan to be submitted at the beginning of the placements period (1 credit)
- A literature review (3 credits)
- A portfolio of the work completed at the end of the placement period (8 credits)
- A certificate from the placement provider, attesting that the student has completed the work placement and the duties involved (13 credits)
- A reflection paper in which the students describe their duties and the relationship between theory and practice, and reflect on their experiences of the placement at the end of the placement period (5 credits)

The literature review and portfolio are to be published and regularly updated in a course blog. The portfolio and reflection paper are to be discussed at a final seminar.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

A student who fails the work placement is entitled to re-do it once.

## Grades

Grading scale includes the grades: 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 to the course, the students must have fulfilled a minimum of 60 second cycle credits in strategic communications or equivalent.

**Further information**

It is the student's responsibility to find an internship and to finance any accommodation and travel costs etc.