



LUND  
UNIVERSITY

Faculty of Social Sciences

## KOMN03, Strategic Communication: Qualified Internship in Strategic Communication, 30 credits

*Strategisk kommunikation: Kvalificerad yrkespraktik inom strategisk kommunikation, 30 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 2020-12-08. The syllabus comes into effect 2020-12-09 and is valid from the autumn semester 2021.

### General information

The course is an elective second cycle course within the Master of Science Programme in Strategic Communication (120 credits). The course is also given as a freestanding 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	A1N, Second cycle, has only first-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 (1),
- demonstrate specialised knowledge of a scholarly approach to the implementation, development and improvement of tasks in strategic communication (2),

## **Competence and skills**

- demonstrate a good ability to relate academic skills to professional duties by linking theory to practice (3),
- demonstrate a good ability to independently find research-based solutions to problems identified in the communication of an organisation (4),
- demonstrate the ability to independently write a literature review based on an identified need of professional development (5),
- demonstrate a good ability to apply methods of scholarly inquiry in a professional context (6),
- demonstrate the ability to identify needs for additional knowledge and to develop competence in relation to existing tasks (7),

## **Judgement and approach**

- demonstrate the ability to reflect on how a scholarly approach can be applied to professional communication (8)
- demonstrate the ability to identify and to discuss ethical aspects of work within strategic communication (9),

## **Course content**

The aim of the course consists of two parts, to give the student insight in future professional roles within strategic communication, and to develop the ability of the student to transfer theoretical knowledge in practical use. The course gives the student the opportunity to work with strategic communication within different organisations, such as private companies, state or municipal authorities as well as NGOs, in Sweden or abroad.

The duties at the host organisation are to be related to the programme and the student will be given the opportunity to apply and develop previously acquired knowledge, skills and approaches through the courses of the programme.

The course consists mainly of work placement duties, but the course also includes several assignments to be completed before, during and after the placement. Aided by supervision at the placement, the student is to engage in advanced and varied tasks of both a strategic and an operational nature.

Simultaneously during the placement, the student is to work on assessed course components. 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 course consists of the following modules:

### **Literature Review, 10 credits**

The aim of the module is to conduct a literature review in an independently chosen area. Based on an identified need of competence, the student deepens the knowledge within an area of relevance for either the placement or the thesis. The student compiles theory and research in a defined subject area. The student is introduced to the use of literature review as a method for systematically identifying, evaluating and synthetizing theory and research.

### **Strategic Communication in practice, 10 credits**

The aim of the module is to provide the student the opportunity to analyze the strategic communication of the host organisation. The student identifies, collects and analyzes empirical material which highlights the strategic communication of the host organisation.

### **Portfolio, 10 credits**

The aim of the module is to compile a portfolio consisting of work samples, during the work placement, which is to be presented at a seminar. The work samples or assignment must conform with the department's requirements of relevant and advanced tasks within strategic communication.

## **Course design**

The teaching consists of an introductory lecture about the course, about the requirements of the placement and of the Letter of Intent. There will also be an on-line seminar and a final seminar on Campus Helsingborg.

The placement duties are planned and conducted by the student in consultation with the placement supervisor and with the course director at the department. With the support of the supervisor at the placement, the student establishes a placement plan where the placement, the character of the planned duties and their relevance for the area within strategic communication are described. The placement plan is to be submitted by the student at least three weeks before the start of the placement. The work placement must be approved by the course director. Before the start of the placement, a three-party agreement (Letter of Intent) needs to be signed by the host organisation, the student and the University.

The work placement is to comprise at least 16 weeks of full-time work (the equivalent of 640 working hours). The remaining 160 hours/4 weeks are to be used to complete the course examination assignments.

After completion of the placement, the student submits a placement certificate issued by the host organisation certifying that the placement has been fulfilled according to the placement plan.

Attendance at the introductory lecture and the 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 course modules are assessed separately:

### **Literature Review, 10 credits (Learning outcome 3,4,5)**

- assessed by a literature review and a reflection paper about the literature review as a method. The literature review can be related to the duties the student performs during the placement, but it can also be related to the thesis. There will be an on-line seminar about the literature review.

### **Strategic Communication in practice, 10 credits (Learning outcome 2, 8, 9)**

- assessed by a report where the student analyzes a selection of the strategic communication of the host organisation. The report will be discussed at a seminar on Campus Helsingborg.

### **Portfolio**, 10 credits (Learning outcome 1, 6)

- assessed by a portfolio of the work compiled during the placement and a reflection paper on the theoretical grounds of the work assignments. The portfolio will be discussed at a seminar on Campus Helsingborg.

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.

If a student fails the internship work duties component, the student is given one further opportunity to complete the internship. The entire internship period must be re-done and it is the student's own responsibility to find a new placement.

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.

### **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**

For admission to the course, the student must have completed course requirements of at least 150 credits of which 90 credits in Strategic Communication or equivalent.

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.

### **Further information**

It is the student's own responsibility to find a suitable placement for the internship and to finance any accommodation and travel costs etc.

A three-party agreement between the student, the internship host organisation and the higher education institution is to be approved by all three parties before the start of the internship.