



**LUND**  
UNIVERSITY

Faculty of Social Sciences

**SKDK11, Strategic Communication: Bachelor's Thesis in  
strategic communication and digital media, 15 credits**  
*Strategisk kommunikation: Examensarbete för kandidatexamen i  
strategisk kommunikation och digitala medier, 15 högskolepoäng*  
First Cycle / Grundnivå

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### Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2017-10-24 to be valid from 2017-10-30, spring semester 2018.

### General Information

The course is a compulsory course offered in the fourth semester of the Bachelor's programme in Strategic Communication and Digital Media, 180 credits. The course is offered in Helsingborg.

*Language of instruction:* Swedish

Components in other Scandinavian languages and English may occur.

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

G2E, First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree project for BA/BSc

### Learning outcomes

On completion of the course, the student shall be able to:

#### Knowledge and understanding

- demonstrate knowledge and understanding in strategic communication including knowledge of its basis in social sciences and applicable methods
- demonstrate advanced knowledge in the area of strategic communication and digital media and awareness of current research issues
- demonstrate knowledge and understanding of different needs and forms of empirical material, and understand the relationship between materials and method choices

- demonstrate an understanding of the role of knowledge in society and people's responsibility for how it is used

### **Competence and skills**

- demonstrate the ability to search for, collect, evaluate and interpret relevant information relating to an issue and critically discuss phenomena, issues and situations with different groups
- demonstrate the ability to independently identify, formulate and solve problems as well as to carry out assignments within given time frames
- demonstrate the ability to account for, discuss and provide arguments for selected information, issues and solutions, in speech and in writing
- demonstrate the ability to plan, run and implement a degree project in groups
- demonstrate the ability to identify their own need for further knowledge and to develop their expertise in strategic communication

### **Judgement and approach**

- demonstrate the ability to review and assess scholarly texts and to carry out an academically correct critical review
- demonstrate the ability to make assessments informed by relevant disciplinary, social and ethical issues in strategic communication

### **Course content**

In the course, the students carry out an independent degree project on a delimited research issue in the field of strategic communication. The project is to have a scientific basis and must meet the requirements for basic theoretical and methodological insights. The degree project is carried out in groups which plan their work in consultation with the supervisor. The course includes seminars to provide specialised knowledge of methods and academic writing. The completed degree project is reviewed by an examiner and fellow students at a final seminar.

### **Course design**

The teaching consists of lectures, seminars, supervision sessions and assessment seminars including critical reviews. At least one supervisor is to be appointed to each degree project group before the start of the course. When the supervisor is appointed, the number of supervision sessions the student has the right to during the relevant semester is also to be stated.

Participation at assessment seminars with seminar discussions and critical reviews is compulsory, unless special circumstances apply. Students who have been unable to participate in compulsory components through no fault of their own due to circumstances such as an accident 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**

Assessment of the course is carried out by an appointed examiner and is based on the assessment of the completed degree project, its public defence and the completed critical review. The degree project is to be archived according to instructions from the

department.

Three opportunities for examination are offered in conjunction with the course: a first examination, a re-sit close to the first examination and a second re-sit in the same year. At least 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.

Plagiarism is considered a serious offence at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with the assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the university for a certain period of time.

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 will 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

To be admitted to the course, students must have successfully completed 120 course credits, which must include the first three semesters of the Bachelor's programme in Strategic Communication and Digital Media, 180 credits

## Further information

The course cannot be included in a degree with SKDK02 Degree Project in Strategic Communication and Digital Media, 30 credits

## Subcourses in SKDK11, Strategic Communication: Bachelor's Thesis in strategic communication and digital media

Applies from V18

- 1703 Thesis in Strategic Communication and Digital Media, 15,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1704 Seminar and Opposition, 0,0 hp  
Grading scale: Fail, Pass