



Faculty of Social Sciences

SKOA43, Strategic Communication - Internship, 15 credits

Yrkespraktik i strategisk kommunikation, 15 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2009-12-20 and was valid from 2010-01-18, spring semester 2010.

General Information

The course is in the main field of strategic communication and is a compulsory component of the fourth semester of the BSc programme in Strategic Communication. The course is offered at Campus Helsingborg.

Language of instruction: Swedish

Moments in other scandinavian languages and english can occur.

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

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

Knowledge and understanding

- integrate knowledge of strategic communication into a specific field of activities,
- critically reflect on experiences of the internship and analyse the significance of the knowledge acquired from the programme for practical work,

Competence and skills

- demonstrate the ability to perform work-related tasks in the field of strategic communication,

- identify and formulate possible future career paths and the need for further training.

Course content

The aim of the course is to provide students with insights into different professional roles within strategic communication and to develop their skills and abilities in the field. The benefits of the course are that students will be well prepared for working life, will establish contact with potential employers and will be able to profit from the knowledge and experience gained at the work placement in the further studies on the programme.

The course enables students to work with strategic communication in different spheres, such as national and regional public authorities, non-governmental organisations or private companies. The internship is to comprise at least 40 working days. In addition, the student is to draw up an application, an internship plan and internship report. If practical circumstances make it necessary, the work placement may take place outside the semester period. Furthermore, it can take place abroad.

It is the responsibility of the student to find a suitable work placement and have it approved by the examiner of the course. The duties of the internship are to be relevant, varied and mostly to require skilled work. During the internship, the student is to be guided by a supervisor appointed at the workplace.

Course design

Teaching consists of short introductory lectures on the design and intended outcomes of the course, the requirements of the internship plan and internship report and general advice on applying for and completing a work placement.

The work placement is to be planned and completed by the student in consultation with the placement supervisor and director of the course. Supported by the supervisor, the student is to draw up an internship plan detailing the workplace, the planned duties and their relevance to the field of strategic communication. The internship plan must be approved by the course director before the work placement may commence.

Assessment

The assessment is based on a certificate from the supervisor which is to certify that the internship has been carried out in accordance with the guidelines. Furthermore, the student must submit a written internship report that is to be discussed at a final seminar.

Two opportunities for examination are offered in conjunction with the course, which means two opportunities to submit a report and having it discussed at a seminar.

Student who fail the work placement and therefore are unable to submit a certificate from the supervisor are entitled to redo the work placement once.

Grades

Marking scale: Fail, Pass.

To be awarded Pass as a final grade on the whole course, the student must have fulfilled the learning outcomes stated for the course.

Entry requirements

To be admitted to the course, the student must have passed 80 credits in the BSc programme in Strategic Communication, 180 credits, including the complete first semester of the programme.

Further information

It is the responsibility of the student to find a work placement and to finance travel, accommodation etc.