



Faculty of Social Sciences

SKOA62, Research Methods in Strategic Communication, 7.5 credits

Strategisk kommunikation: Forskningsmetoder i strategisk kommunikation, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by Faculty Board of Social Sciences on 2010-12-17 and was last revised on 2015-11-24 by the board of the Department of Strategic communication. The revised syllabus applies from 2016-01-18, spring semester 2016.

General Information

The course within the main field of study Strategic communication is a compulsory course during the sixth semester on the Bachelor's programme in strategic communication, 180 credits, and on the Bachelor's programme strategic communication and digital media, 180 credits.

The course is given in Helsingborg.

Language of instruction: Swedish

Components in other Scandinavian languages and English may be included.

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

- show basic knowledge of the relationship between different scientific theoretical starting points and scientific research methods and analytical work,
- show basic knowledge of quantitative and qualitative research methods and how they are applied within strategic communication,

Competence and skills

- demonstrate the ability to use electronic reference management systems,
- demonstrate the ability to apply different scientific methods and analyse empirical material independently
- demonstrate the ability to plan and carry out an interview study,
- demonstrate the ability to carry out and communicate results of quantitative studies based on basic statistical analyses,

Judgement and approach

- demonstrate the ability to assess the quality and deficiencies in the use of the different research methods in concrete contexts e.g. scientific studies, investigations and studies,
- demonstrate the ability to reflect critically on the research methods used in the field of strategic communication and the way that these are used in current research.

Course content

The course focuses on specialisation in qualitative and quantitative methods that are common within the field of strategic communication. Special attention is given to the relation between choice of research method and its effect on how analytical work is designed and is carried out. The course consists of three components that can run in parallel.

During the first component, an overview of different scientific research methods with a focus on the research process i.e. is given the relation between theory and research question, choice of research method and empirical data, and analysis and conclusions. Further, differences and similarities between qualitative and quantitative methods are treated, and how different research methods can be combined. In addition, an exercise in digital reference management is carried out. During the second course component the student immerses oneself in a few chosen qualitative research methods. The student is trained in to review and evaluate scientific texts where the chosen research methods are applied. An important part in this course component consists of discussions of the advantages and disadvantages of different research methods in relation to research question and empirical data. The third component consists of lectures, seminars and practical exercises in quantitative method. The student is trained in to understand and use statistical data processing software and to review and evaluate scientific texts where the chosen methods are applied.

An important part in all components consists of discussions of the advantages of different methods and disadvantages in relation to research issues, theoretical choices and empirical material.

Course design

Teaching is given as lectures, exercises and seminars. Attendance at seminars is compulsory unless there are special grounds. 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

The course is examined through compulsory seminars, written assignments and home exams.

In connection with the course, three examination sessions been offered: a regular test 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.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

For the grade Pass, it is required that the student satisfies the intended learning outcomes that have been stated for the course. To pass with distinction, it been furthermore required that the intended learning outcomes are particularly well met/the student demonstrates special theoretical consciousness and special analytical ability.

Entry requirements

For students admitted to the Bachelor's programme in strategic communication, 180 credits, is the requirements the following: For admission to the course, completed course requirements about 95 credits within the Bachelor's programme in strategic communication are required, of which SKOA10 Communicative professional roles in theory and practice (6 credits), SKOA13 Perspective on communication (9 credits) and SKOA12 Organisation and communication (15 credits), SKOA 83 Brand Communication (7.5 credits), SKOA33 PR, power and media (15 credits), SKOA36 Introduction to research methods (7.5 credits) and SKOA38 Academic paper in strategic communication (7.5 credits) should be completed.

For students admitted to the Bachelor's programme in strategic communication and digital media, 180 credits, is the requirements the following: For admission to the course are required completed course requirements about 95 credits within the Bachelor's programme in Strategic communication and digital media, of which SKDB15 Professional roles in the digital the society (6 credits), SKOA13 Perspective on communication (9 credits), SKOA12 Organisation, communication (15 credits), SKDA31 strategic communication in digital media (15 credits), SKOA36 Introduction

to research methods (7.5 credits) and SKDK41 Thesis work in strategic communication and digital media (7.5 credits) and SKDA34 Quality assurance and risk management (7.5 credits) should be completed.

Further information

No other information

Subcourses in SKOA62, Research Methods in Strategic Communication

Applies from V16

- 1501 Essay research methods, 3,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 1502 Assignment SPSS, 2,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 1503 Seminar I, 0,5 hp
Grading scale: Fail, Pass
- 1504 Seminar II, 0,5 hp
Grading scale: Fail, Pass
- 1505 Seminar III, 0,5 hp
Grading scale: Fail, Pass

Applies from V15

- 1401 Seminar I, 0,5 hp
Grading scale: Fail, Pass
- 1402 Seminar II, 0,5 hp
Grading scale: Fail, Pass
- 1403 Seminar III, 0,5 hp
Grading scale: Fail, Pass
- 1404 Seminar IV, 0,5 hp
Grading scale: Fail, Pass
- 1405 Seminar V, 0,5 hp
Grading scale: Fail, Pass
- 1406 Written Essay I, 1,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 1407 Written Essay II, 1,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 1408 Written Essay III, 2,0 hp
Grading scale: Fail, Pass, Pass with distinction