



LUND
UNIVERSITY

Faculty of Social Sciences

SKOB31, Strategic Communication: Strategic Communication and digital media - Culture and Society, 7.5 credits

Strategisk kommunikation: Strategisk kommunikation och digitala medier - kultur och samhälle, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2015-03-17 and was last revised on 2016-03-15. The revised syllabus applies from 2016-08-29, autumn semester 2016.

General Information

The course is a compulsory component of the third semester of the BSc programme in Strategic Communication and Digital Media (180 credits). The course is offered at Campus Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall demonstrate

Knowledge and understanding

- specialised theoretical and practical understanding of strategic communication in digital media
- general knowledge of theories and theoretical concepts in the field of digital media
- understanding of how technology and structures determine the social and cultural significance of digital media for individuals, groups, organisations and society

Competence and skills

- the ability to independently analyse empirical data from the perspective of the theoretical knowledge acquired in the course
- the ability to identify and analyse opportunities and problems in the field of digital media, and report the findings in speech and writing

Judgement and approach

- the ability to critically reflect on digital media as tools for strategic communication focusing on aspects of policy, culture and power, and the communication of organisations

Course content

The course critically addresses the development of digital media and provides insights into the issues caused by this development. The general aim is to enable students to describe and re-examine the use of digital media in strategic communication informed by a critical approach and new knowledge and understanding.

The course deals with current key theories and concepts in the field of digital media and strategic communication from a social sciences perspective. Among the topics discussed on the course are the new challenges caused by the development of new media.

Course design

Teaching consists of lectures, guest lectures and seminars. Attendance at seminars 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 takes place in English and is based on written assignments, oral group presentations and an individual take-home exam. All assessed components are included in the final grade on the course.

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.

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 highest grade is A and the lowest passing grade is E. 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 must have shown unacceptable results.

The seminars are exempted from the grading scale above. The grades awarded for such components are Pass or Fail. For the grade of Pass the student must show acceptable results. For the grade of Fail the student must 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, the student must have passed 45 credits on the BSc in Strategic Communication and Digital Media (180 credits).

Further information

The course cannot be included in a degree together with course SKOA31 Strategic Communication in New Media, 15 credits.

Subcourses in SKOB31, Strategic Communication: Strategic Communication and digital media - Culture and Society

Applies from H16

- 1601 Seminar 1, 1,0 hp
Grading scale: Fail, Pass
- 1602 Seminar 2, 1,0 hp
Grading scale: Fail, Pass
- 1603 Seminar 3, 1,0 hp
Grading scale: Fail, Pass
- 1604 Paper on strategic communication and digital media, 4,5 hp
Grading scale: Fail, E, D, C, B, A

Applies from H15

- 1501 Seminar on strategic communication and digital media, 0,0 hp
Grading scale: Fail, Pass
- 1502 Seminar on strategic communication and digital media, 0,0 hp
Grading scale: Fail, Pass
- 1503 Seminar on strategic communication and digital media, 0,0 hp
Grading scale: Fail, Pass
- 1504 Paper on strategic communication and digital media, 7,5 hp
Grading scale: Fail, E, D, C, B, A