



Faculty of Social Sciences

## **SKOB35, Strategic Communication: Introduction to Research Methods, 7.5 credits**

*Strategisk kommunikation: Introduktion till forskningsmetoder, 7,5 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 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, 180 credits, and 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**

- understanding of the important dividing line between theory of science perspectives and research methods

#### **Competence and skills**

- the ability to critically review research findings in strategic communication
- the ability to apply and critically reflect on analytical methods in strategic communication
- the ability to apply text and image analysis as well as observation as methods
- the ability to propose and argue for different methods on the basis of a stated aim and issues
- the ability to design a research project and produce academic texts

### **Judgement and approach**

- the ability to identify limitations in different research strategies and draw conclusions about differences between strategies

## **Course content**

The course aims to introduce students to the theory of science and research methods in the social sciences specialising in strategic communication. The purpose is to enable students to develop the ability to reflect critically on and review scholarly texts. A further aim is for students to familiarise themselves with and develop an understanding of research strategies and methods as a preparation for the impending degree project.

During the course, students will engage with different theory of science perspectives and research methods. The focus is on qualitative analyses of texts and images in mass media and popular culture but quantitative analysis will also be introduced. Furthermore, the course deals with observation as a method in both physical and digital environments. Students will actively apply different methods and reflect on their advantages and shortcomings in group exercises to be reported at seminars. The course also includes a component in which students have the opportunity to test different analytical methods on a set of empirical data.

## **Course design**

Teaching consists of lectures, workshops and seminars. Attendance at workshops and 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 is based on seminar assignments and an exam.

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. 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.

*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 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.

Course components such as seminars and workshops are exempted from the grading scale above. Where applicable the grades awarded for these 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. The course grade is based on the individual exam.

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 of the BSc programme in Strategic Communication, 180 credits, or the BSc programme in Strategic Communication and Digital Media, 180 credits, of which at least 15 credits must be from the first semester of the programme.

## **Further information**

The course cannot be included in a degree together with SKOA42 Introduction to Research Methods and Evaluations, 7.5 credits or SKOA36 Introduction to Research Methods, 7.5 credits.

## Subcourses in SKOB35, Strategic Communication: Introduction to Research Methods

Applies from H15

- 1501 Seminar on research methods, 0,0 hp  
Grading scale: Fail, Pass
- 1502 Seminar on research methods, 0,0 hp  
Grading scale: Fail, Pass
- 1503 Seminar on research methods, 0,0 hp  
Grading scale: Fail, Pass
- 1504 Exam on research methods i strategic communication, 7,5 hp  
Grading scale: Fail, E, D, C, B, A