



LUND
UNIVERSITY

Faculty of Social Sciences

SKOC30, Strategic Communication: Contemporary Public Relations, 7.5 credits

*Strategisk kommunikation: Samtida Public Relations, 7,5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2017-06-08 to be valid from 2017-06-12, autumn semester 2017.

General Information

The course is a compulsory first cycle course on 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 student shall

Knowledge and understanding

- demonstrate a knowledge of the theoretical concepts which define public relations
- demonstrate a knowledge of a range of activities associated with public relations practice
- demonstrate an understanding of ways in which the discipline claims to distinguish itself from e.g. marketing and advertising

Competence and skills

- demonstrate an ability to plan and develop actions designed to enable persuasive engagement with a range of audiences in commercial, public sector and not for profit organisations

Judgement and approach

- develop a critical awareness of the effectiveness, limitations and social implications of public relations activity, and have an understanding of the frameworks needed to make informed ethical judgments
- be able to appreciate the perceived importance of public relations both as creativity activity and as a management function, and have a critical awareness of inherent tensions in these two framings

Course content

In this course students develop an appreciation of the both theoretical and practical conceptions of public relations. Study of public relations activity as practiced by commercial and not-for-profit organisations is illuminated by critical examination from a range of theoretical perspectives. Although examples will be drawn primarily from Swedish, UK and US experience, students are invited to consider public relations in a broader transnational and global context. Emphasis is placed on understanding the changing nature of the discipline, including those driven by the increasing importance of digital platforms and channels.

The course develops the student's ability to consider public relations as a strategic activity, and builds familiarity with the public relations toolkit – the range of tactical devices employed for delivering organisational messages and engaging with a range of stakeholder groups. This includes developing techniques for measuring and evaluating the effectiveness of such activity.

As well as critically examining the reality of what is sometimes described as the “professional project” students are encouraged to consider ethical issues surrounding public relations activity, including power imbalances and tensions around truth, persuasion, authenticity, transparency and legitimacy.

Course design

The course comprises lectures and seminars.

Assessment

The module is assessed through an seminar assignment, a paper, and an oral examination.

In connection with the course students are offered three examinations, a regular examination, a re-examination and one additional re-examination. Within one year after the course, students are offered a minimum of two additional re-examinations. Thereafter, more examinations are offered but in accordance with current course content.

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 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 course grade is determined by calculating the mean of the weighted grades of marked exams. Weighted grades are calculated by transforming the grade to numbers (A = 5, B = 4, C = 3, D = 2, E = 1), then multiplying the number with the credits (e.g. 3.5 credits, 4 credits) assigned to the respective element of the exam. To pass the course, the student must have received at least the grade E on all components of the course marked with the grading scale E – A, F, and pass all other components marked with the grading scale Pass – Fail, and participated in all compulsory components.

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.

Further information

The course can not be included in a degree with SKOB30 Public Relations - Theory and practice 7.5 credits.

Subcourses in SKOC30, Strategic Communication: Contemporary Public Relations

Applies from H17

- 1701 Seminar Assignment on PR, 1,5 hp
Grading scale: Fail, Pass
- 1702 Paper on PR, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1703 Oral Examination on PR, 3,0 hp
Grading scale: Fail, E, D, C, B, A