



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOC50, Strategic Communication: Internship in Strategic Communication, 15 credits**

*Strategisk kommunikation: Yrkespraktik i strategisk kommunikation, 15 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2022-10-18 and was valid from 2022-10-19, spring semester 2023.

### **General Information**

The course in the main field of study of strategic communication is a compulsory course in the fourth semester on the Bachelor's programme in Strategic Communication, 180 credits. The course is offered in Helsingborg.

*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 student shall be able to:

#### **Knowledge and understanding**

- demonstrate knowledge of how theories on strategic communication can be applied in professional communications practice

#### **Competence and skills**

- demonstrate the ability to carry out work-related assignments in strategic communication
- demonstrate the ability to integrate their knowledge of strategic communication in a specific area of activity
- demonstrate the ability to identify their own need for further knowledge and to

- take responsibility for their ongoing learning
- demonstrate the ability to independently identify and formulate possible future career paths and potential need for further education
- demonstrate the ability to select, discuss and reflect on a number of work samples that form the basis of the student's portfolio

### Judgement and approach

- demonstrate the ability to reflect on the internship experiences and analyse the importance of knowledge from the programme in relation to the practical work.

### Course content

The aim of the course is partly to provide the student with insights into different professional roles in the field of strategic communication and partly to develop the student's ability to turn theoretical knowledge into professional practice. The course provides the student with the opportunity to work with strategic communication in different organisations such as private companies, public and municipal public authorities and voluntary organisations. The duties carried out during the internship should be connected to the education and the student is to be given the opportunity to use and develop their knowledge, skills and approaches obtained in the courses of the programme.

Students are to organise their own appropriate internship to be approved by the course coordinator. The internship duties should be relevant, varied and consist of predominantly qualified activities. The work during the internship should consist of at least 40 working days in Sweden or abroad. During the internship, the student receives guidance from an appointed supervisor at the internship provider.

During the internship, the student is to compile a portfolio in which different types of work samples are presented and discussed. The portfolio and the reflective assignment should highlight the student's theoretical knowledge, practical skills and approaches in strategic communication.

### Course design

The teaching consists of lectures and seminars. More specifically, in this course, the student participates in an introductory lecture on the learning outcomes of the course and its design as well as in a final seminar covering the portfolio and reflective assignment.

The practical work is planned and carried out by the student in consultation with the internship supervisor and the course coordinator at the department. With the support of the internship supervisor, the student draws up an internship plan in which they describe the internship, the nature of the planned work duties and their relevance to the field of strategic communication.

No later than 6 weeks before the beginning of the internship, the student is to submit an internship plan that includes a description of the internship and the assignments that the student is to work on during the internship. The internship plan is to be approved by the course coordinator. Before the beginning of the internship, a three-way agreement is to be drawn up between the internship provider, the student and the University. In cases where the student is carrying out an Erasmus internship, the internship plan is substituted by a so-called "Learning Agreement for Traineeship". Following the completion of the internship, the student is to submit a **certificate** from the workplace that certifies that the internship has been carried out according to

the internship plan.

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

Participation at the seminars is compulsory unless special circumstances apply. 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 been absent because of duties as an elected student representative.

## **Assessment**

The assessment of the course is based on the portfolio and a reflective assignment presented at a final seminar.

Three opportunities for examination are offered in conjunction with the course: A first examination and two re-examinations. In this course, this means there are three occasions for seminar discussions on portfolios and reflection papers. Within a year of a major change or discontinuation of the course, at least two further opportunities for assessment are offered on the same course content. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

If a student fails the internship course and is therefore unable to submit a supervisor certificate, the student is offered another opportunity to carry out the internship. The student must then redo the internship in its entirety, and they themselves are responsible for finding a new internship.

Plagiarism is considered a serious offence at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with the assessment. The penalty that may be imposed for this includes suspension from the University for a certain period of time.

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.

## **Grades**

Marking scale: Fail, Pass.

For the grade of Pass, the student must fulfil the learning outcomes specified for the course. At the start of the course, the student is informed about the learning outcomes in the course syllabus as well as about the grading scale and its application in the course.

## **Entry requirements**

To be admitted to the course, students must have successfully completed 75 credits in the Bachelor's programme in Strategic Communication, 180 credits.

## **Further information**

The course may not be included in a degree together with SKOA43 Strategic

Communication - Internship, 15 credits.