

SKOC61, Strategic Communication: Strategic Communication in crisis and change, 7.5 credits

Strategisk kommunikation: Strategisk kommunikation i kris och förändring, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2017-10-24 and was last revised on 2018-11-28. The revised syllabus applies from 2018-11-30, spring semester 2019.

General Information

The course is a compulsory course in the sixth semester of the Bachelor's programme in Strategic Communication, 180 credits and the Bachelor's programme in Strategic Communication and Digital Media, 180 credits. The course is offered in Helsingborg.

Language of instruction: Swedish

Some parts of the course may be given in other Scandinavian languages and English.

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

- demonstrate knowledge and advanced understanding of key theories and models in the fields of strategic communication, value creation, strategy, crisis communication and change communication.

Competence and skills

- demonstrate the ability to account for dominating trends in strategy, crisis communication and change communication
- demonstrate the ability to account for, explain and critically discuss key theories and models in these fields
- demonstrate the ability to apply and take a reflective approach on the relevant theories and models

Judgement and approach

- demonstrate the ability to reflect on important starting points and dividing lines in the research fields of strategy, crisis communication and change communication
- broaden their approach to how the research can contribute to the practical development

Course content

The course aims to increase the student's ability to understand, analyse and work with crisis and change communication. The course starts with a section on strategic communication and value creation. Following is a section on value creation based on the treatment of employees. After this, there is a component on strategy which covers both traditional and modern theories. The course then looks at the area of change communication with a focus on e.g. planning and implementation and dialogue, power, gender and resistance. The following component covers crisis communication. Aspects addressed include crisis definitions, crisis management and social media. The final component covers internal crisis communication, which includes parts of the research on both crisis communication and change communication. The course concludes with a change and crisis game in which the student is given the opportunity to apply their knowledge to a case and to solve specific problems. The game is led by current professionals.

Course design

Teaching consists of lectures, seminars, change games and guest lectures. Participation in the crisis and change games and guest lectures is compulsory unless special circumstances apply. Students who have been unable to participate in compulsory components 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 assessment of the course is based on two seminar assignments comprising 1.5 credits and an individual exam comprising 4.5 credits.

In connection with the course, three examination sessions will be offered: A first examination and two re-examinations. Within a year after the end of the course at least two additional examination sessions on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the

current course syllabus.

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.

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 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 demonstrate acceptable results. For the grade of D, the student must demonstrate satisfactory results. For the grade of C, the student must demonstrate good results. For the grade of B, the student must demonstrate very good results. For the grade A, the student must demonstrate excellent results. For the grade of Fail, the student will have demonstrated unacceptable results.

The seminar assignments are exempt from the grading scale above. The grades awarded on these assignments are Pass or Fail. For the grade of Pass the student must demonstrate acceptable results. For the grade of Fail, the student will have demonstrated unacceptable results. The final grade is determined by the student's grade on the individual exam.

At the beginning of the course, students are informed about the learning outcomes of the course and the application of the grading scale.

Entry requirements

To be admitted to the course, students must have successfully completed 120 course credits, including the first three semesters of the Bachelor's programme in Strategic Communication, 180 credits or the Bachelor's programme in Strategic Communication and Digital Media, 180 credits.

Further information

The course cannot be included in a degree with SKOA61 Perspective, Theory and Processes, 7.5 credits or SKOB61 Strategic Communication in Crisis and Change, 7.5 credits.

Subcourses in SKOC61, Strategic Communication: Strategic Communication in crisis and change

Applies from V18

- 1701 Exam: Strategic Communication in Crisis and Change, 4,5 hp
Grading scale: Fail, E, D, C, B, A
- 1702 Seminar Assignment: Change and Crisis Play, 1,5 hp
Grading scale: Fail, Pass
- 1703 Seminar Assignment: Crisis and Social Media, 1,5 hp
Grading scale: Fail, Pass