

## **SKOD52, Strategic Communication: Sustainability Communication, 15 credits**

*Strategisk kommunikation: Hållbarhetskommunikation, 15 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 2024-11-26 (STYR2024/3098) and was last revised on 2025-03-25 by Board of the Department of Communication (STYR 2025/1021). The revised syllabus comes into effect 2025-03-25 and is valid from the spring semester 2026.

### **General information**

The course is given as an elective course during the fifth semester of the Bachelor's Programme in Strategic Communication, 180 credits, and during the third semester of the Master's Programme in Strategic Communication, 120 credits. The course is also given as a freestanding course.

*Language of instruction:* English

*Main field of study*      *Specialisation*

Strategic Communication	G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements
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### **Learning outcomes**

Upon the completion of the course, the students shall

#### **Knowledge and understanding**

- demonstrate knowledge of central theories, perspectives and concepts in sustainability studies, (1)
- demonstrate knowledge of sustainability communication as a multidisciplinary research field, (2)
- demonstrate an understanding of strategic communication for sustainable development, with a particular focus on communication with organisations' stakeholders. (3)

## Competence and skills

- demonstrate the ability to orally apply key sustainability communication concepts, (4)
- demonstrate the ability to discuss how the global sustainability goals (SDGs) are interconnected politically, socially and economically from local to global levels, (5)
- demonstrate the ability to collect communication material linked to sustainability, conduct computer-aided analyses and tailor presentations to target audiences. (6)

## Judgement and approach

- demonstrate the ability to independently argue, both orally and in writing, for solutions to organisations' communicative challenges in sustainability efforts, (7)
- demonstrate the ability to critically reflect on the opportunities and limitations organisations face in influencing various stakeholders on sustainability issues. (8)

## Course content

The course provides students with knowledge of sustainability communication from a strategic communication perspective. It introduces sustainability studies, sustainability communication, and practical applications. The course consists of three components.

The first component introduces sustainability studies, presenting key concepts and perspectives in sustainable development. It examines international agreements and policy development affecting organisations, institutions and nations. The 2030 Agenda and the Global Goals serve as a central framework, linking and balancing economic, social and environmental dimensions.

The second component introduces sustainability communication as a developing multidisciplinary research field, with a particular focus on dominant research traditions and studies in strategic communication. The component covers topics such as attitude and behaviour change, risk and crisis communication, green marketing, media and framing, science communication, and stakeholder engagement.

The third component focuses on practical applications and analyses of sustainability communication. In this part, students will work with real-world cases to develop skills in how organisations communicate complex issues to stakeholders. A key aspect of this component is the application of business intelligence methods and computer-aided content analysis and data visualisation. Emphasis is placed on adapting sustainability communication insights to different purposes and audiences.

## Course design

Teaching is conducted through lectures, guest lectures, seminars, and workshops. Participation in guest lectures, seminars, and workshops is mandatory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered a substitute session or an alternative date. This also applies to students who have been absent because of duties as an elected student representative.

## Assessment

The course is examined through:

- an individual oral examination worth 3 credits (objectives 1, 5),
- an individual written examination worth 6 credits (objectives 2, 3, 4) and
- a group project report with analysis and practical application worth 6 credits (objectives 6, 7, 8), presented orally in a seminar.

Three examination opportunities are provided: the main examination, a retake, and an additional resit. If the course undergoes significant changes or is discontinued, at least two additional examination opportunities based on the original course content will be offered within one year. Thereafter, students will be examined according to the current syllabus.

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

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

Full course grades are calculated according to the following method:

Each letter grade corresponds to a number: 5 for A, 4 for B, 3 for C, 2 for D, 1 for E, and 0 for U. The number grade for each subcourse is multiplied by the number of points in the subcourse. The products are totalled and the sum is divided by the total number of points of the whole course. The resulting weighted average determines the overall course grade. 4.50-5.00 gives the grade A; 3.50-4.49 gives the grade B; 2.50-3.49 gives the grade C; 1.50-2.49 gives the grade D; 0-1.49 gives the grade E. To obtain any grade other than Fail, the student must have at least grade E in all the modules.

At the start of the course, students are informed about the learning outcomes of the syllabus and about the grading scale and its application in the course.

## Entry requirements

For admission to the course, students must have completed course requirements of 90 credits in social sciences or equivalent.

Oral and written proficiency in English equivalent to English 6/B from Swedish upper secondary school is required. International qualifications will be assessed in accordance with national guidelines. International students are exempted from the general entry requirement of proficiency in Swedish.

## Further information

To be eligible for the course, the student must be admitted to the Bachelor's Programme in Strategic Communication, 180 credits, or the Master's Programme in Strategic Communication, 120 credits. The course can also be taken as a freestanding course.