



Faculty of Social Sciences

SKOM12, Strategic Communication: Master Thesis, 30 credits

Strategisk kommunikation: Examensarbete för masterexamen, 30 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Faculty Board of Social Sciences on 2011-11-17 and was last revised on 2017-11-28 by the board of the Department of Strategic communication. The revised syllabus applies from 2017-12-01, spring semester 2018.

General Information

The course in the main field of study strategic communication is a compulsory course during the fourth semester on the Master of Science Programme in Strategic Communication, 120 credits. The course is offered in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

A2E, Second cycle, contains degree project for Master of Arts/Master of Science (120 credits)

Learning outcomes

On completion of the course, the student should

Knowledge and understanding

- demonstrated knowledge and understanding in the research field of Strategic communication, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research development, and
- demonstrated specialised methodological knowledge in Strategic Communication.

Competence and skills

- demonstrated the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information,
- demonstrated the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work,
- demonstrated the ability in speech and writing both nationally and internationally to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences,
- demonstrated the skills required for participation in research and development work or autonomous employment in some other qualified capacity, and
- demonstrated the ability to communicate scientific issues and follow the development of knowledge within the field of Strategic Communication.

Judgement and approach

- demonstrated the ability to make assessments in the field of Strategic communication informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work,
- demonstrated insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and demonstrated the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

Course content

The course implies that the students design and execute a scientific inquiry on their own. The students should identify a relevant research problem in the field of Strategic

communication, select an appropriate method, process a comprehensive theoretical and empirical material, and report the findings in the form of a written text. The work process is guided by at least one supervisor appointed by the department. Whereas the supervisor provides constructive feedback on the basic structure of the inquiry, the course represents an independent research effort, and responsibility for the final product rests with the authors themselves.

Course design

The course is based on a combination of different teaching and learning activities. These include lectures, workshops, self-directed studies and seminars. Time is also provided for individual meetings with the supervisor. The finished thesis is examined at a concluding examination seminar. Given the nature of writing a thesis, the core activity is nevertheless the student's individual research efforts.

Supervision is limited to the semester when the student was first registered at the course. The number of supervision sessions is limited to no more than five sessions. Exceptions can be made due to special circumstances.

Unless there are valid reasons to the contrary, compulsory participation is examination seminar. Students who have been unable to participate 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.

The degree project is to be registered in an Open Access database belonging to Lund University. Each student determines their own level of publication.

Assessment

The assessment of the course is based primarily on the quality of the thesis, but also on how well this is defended at the examination seminar, as well as the author's efforts when serving as an opponent of other theses in the group.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-exams. At least one supervisor is appointed to each student before the start of the course. The number of supervision sessions is limited to no more than five sessions. The student who becomes failed at the first examination further receives no more than two supervision sessions.

The course is assessed by particularly appointed examiner through assessing the completed degree project, defence of thesis and completed critical review. The degree project is ventilated at a critical review seminar (i.e. the examination seminar) where the student presents, discusses and defends the set-up, implementation and results of the thesis orally. At the examination seminar, the student reviews another student's thesis. The quality of the review is weighed in the final grade for the course.

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

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 defence and opposition is exempted from the grading scale above. The grades awarded for this Component is 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.

At the start of the course students are informed about the learning outcomes stated in the syllabus, and the grading scale and how it is applied in the course.

Entry requirements

For admission to the course, completed course requirements of at least 75 credits in the Master of Science Programme in Strategic Communication, 120 credits. The student should have completed at least 15 credits of research methods.

Further information

The course may not be included in qualification with SKOM11 Degree Project for Degree of Master (120 credits) 30 credits.

Subcourses in SKOM12, Strategic Communication: Master Thesis

Applies from V12

1101 Master Thesis, 30,0 hp
Grading scale: Fail, E, D, C, B, A