



Faculty of Social Sciences

SKOP03, Strategic Communication: Public Relations, 7.5 credits

Strategisk kommunikation: Public Relations, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2017-09-19 to be valid from 2017-09-21, autumn semester 2017.

General Information

The course is mandatory during the first semester within the Master of Science Programme in Strategic Communication, 120 credits. The course takes place in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

After completing the course the student should demonstrate

Knowledge and understanding

- an elaborate understanding of the basic principles that underlie the practice of public relations
- a profound theoretical understanding of how the practice of public relations intersects with society and societal institutions such as the public sphere
- a profound theoretical understanding of how and why society (including specific social agents and institutions) responds to the practice of public relations, especially from an ethical perspective.

- a specialised knowledge of public relations as a professional practice and interdisciplinary field of research, including knowledge of epistemic and practical tensions defining the discipline

Competence and skills

- the ability to effectuate the basic principles of public relations practice in written and oral performances
- the ability to relate central social science theories and concepts to the principles and practices of public relations
- the ability to analyze public relations problems and challenges from a wide spectrum of social science perspectives

Judgement and approach

- the ability to discuss, compare and synthesize a broad spectrum of social science theories, perspectives and concepts
- the ability to independently make theoretically grounded reflections and valuations of public relations practice.

Course content

Public relations is primarily about developing relationships with multiple publics. Despite its modern conception, the field of public relations continuously struggle with recurring communication challenges that have been subject to theorizing since classical antiquity. This course introduces theories from ancient philosophy to modern sociology in order to develop an understanding of the recurring challenges of public relations practice. Parallel to this theoretical approach, the course introduces a series of contemporary public relations challenges to be solved by the students in practical exercises. The course consists of two parts: Part A is theoretical and the main vehicle for student learning is reading and seminars with short student presentation and discussions. Part B is practical and the main vehicle for student learning is practical exercises spanning from making strategic plans to writing press releases. Together these exercises make up a public relations portfolio which will be the basis for one of the two exams on the course.

Course design

Teaching consists of an introduction lecture, a series of discussion seminars and a series of practical exercises. Attendance at seminars and exercises is highly recommended as a preparation for the exam.

Assessment

The course is examined through a portfolio of practical public relations productions and an individual written home assignment.

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 nonpassing 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 Public Relations portfolio is exempted from the grading scale above. Pass or Fail are used as grades in this course component. 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 about the grading scale and how it is applied in the course.

Entry requirements

To be eligible to the course, the student must be admitted to the Master's Programme in Strategic Communication, 120 credits.

Further information

The course cannot be part of a degree together with SKPM03 Public Relations 7.5 credits.

Subcourses in SKOP03, Strategic Communication: Public Relations

Applies from H17

- 1701 Public Relations Portfolio, 1,5 hp
Grading scale: Fail, Pass
- 1702 Individual Exam, 6,0 hp
Grading scale: Fail, E, D, C, B, A