



Faculty of Social Sciences

SKOP12, Strategic Communication: Strategic Communication in Intercultural Contexts, 7.5 credits

*Strategisk kommunikation: Strategisk kommunikation i interkulturella kontexter,
7,5 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Board of the Department of Communication on 2026-06-16. The syllabus comes into effect 2026-06-30 and is valid from the autumn semester 2026.

General information

The course in the main field of study Strategic communication is compulsory during the first semester in the MSc Programme in Strategic Communication, 120 credits. The course is given in Helsingborg.

Language of instruction: English

<i>Main field of study</i>	<i>Specialisation</i>
Strategic Communication	A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- show advanced knowledge of strategic communication as interdisciplinary research field and practice, (1)

Competence and skills

- demonstrate the ability to evaluate practical problems in strategic communication and argue for a theoretically based solution, (2)

- demonstrate the ability to apply central concepts in intercultural communication to practical communication problems and work in intercultural teams, (3)

Judgement and approach

- demonstrate the ability to reflect on the relationship between a personal educational background to strategic communication as research field, practice and professional roles, (4)
- demonstrate the ability to reflect on how different fields in strategic communication relate to scientific knowledge and professional practice. (5)

Course content

The course introduces strategic communication as research field. Through lectures and active work with assignments the student approach the multidisciplinary field of strategic communication and particularly subareas organizational communication, public relations and marketing communication as well as intercultural communication. During the work with the assignments, theoretical perspectives, models and concepts are related to professional communication practice. Guest lecturers give insights in practical professional communication work, roles and career paths in strategic communication. During the course, an introduction is also given to information retrieval and management of academic journal databases at the Lund University Library.

Course design

Teaching consists of lectures, guest lectures, workshops and seminars. Participation in guest lectures, workshops and seminars are compulsory unless special circumstances apply.

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.

Assessment

The course is examined through:

- Seminar assignment on strategic communication as practice and research field (learning outcomes 1, 2, 4, 5) (1,5 credits),
- Group assignment presented at seminar on intercultural strategic communication (learning outcome 3) (2,5 credits),
- An individual exam on strategic communication (learning outcomes 1-5) (3,5 credits).

Three exam opportunities are offered in connection with the course: the regular exam, a retake exam, and a make-up exam. Within one year of the course undergoing a major change or being discontinued, at least two additional exam opportunities covering the same course content are offered. Thereafter, the student is offered additional exam opportunities, but in accordance with the course syllabus in effect at that 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

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

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 grade for the entire course consists of the weighted average grade of all assessed assignments (A = 5, B = 4, C = 3, D = 2, E = 1). For a grade of Pass on the entire course, the student must have been awarded at least E on all assessments for which the grading scale A–E+Fail applies, and the grade of Pass on all assessments for which the grading scale Pass with Distinction – *Pass – Fail* applies. *The student must also have participated in all compulsory components.*

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

Admitted to the MSc Programme in Strategic Communication, 120 credits.

Further information

The course may not be included in a degree together with SKOP01 Introduction to Strategic Communication 7.5 credits or SKOP14 Strategic Communication in Intercultural Contexts 7.5 credits.