

## **SKOP14, Strategic Communication: Strategic Communication in Intercultural Contexts, 7.5 credits**

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

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2018-06-14 and was last revised on 2021-03-02 (STYR 2021/595). The revised syllabus comes into effect 2021-03-16 and is valid from the autumn semester 2021.

### **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,

## Competence and skills

- demonstrate the ability to evaluate practical problems in strategic communication and argue for a theoretically based solution,
- demonstrate the ability to apply central concepts in intercultural communication to practical communication problems and work in intercultural teams,

## 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,
- demonstrate the ability to reflect on how different fields in strategic communication relate to scientific knowledge and professional practice.

## 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 relation and marketing communication as well as intercultural communications. 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 as well as examples of different research projects conducted 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:

- an individual presentation on professional roles in strategic communication presented at a seminar (2 credits),
- a project about strategic communication as a research field and practice. The project is carried out in groups presented at a seminar (2,5 credits),
- an individual exam on strategic communication (3 credits).

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course 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

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 individual presentation on professional work roles in strategic communication is exempted from the grading scale above. Pass or Fail are used as grades in this course component. For the grade Pass, the student should show a sufficient result. 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.