



LUND
UNIVERSITY

Faculty of Social Sciences

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

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2018-06-14 and was valid from 2018-06-15, autumn semester 2018.

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.

The language of instruction is Swedish but components may be taught in other Scandinavian languages or 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

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 and relate central rhetorical concepts to different communicative practices,
- 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 rhetoric and 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. 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, supervision, 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.

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 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 results. For the grade of Fail the student must have shown unacceptable results.

Grade on the whole course consists of a mean of the grades on graded exams (where A = 5, B = 4, C = 3, D = 2 and E = 1). To pass the course, the student must have received at least E on all course components assessed with grading scale E- A, Fail, and the grade Pass on all course components assessed with the grading scale Pass/Fail as well as 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.

Subcourses in SKOP14, Strategic Communication: Strategic Communication in Intercultural Contexts

Applies from H18

- 1801 Presentation, 2,0 hp
Grading scale: Fail, Pass
- 1802 Project, 2,5 hp
Grading scale: Fail, E, D, C, B, A
- 1803 Exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A