



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOP33, Strategic Communication: Quantitative Methods, 7.5 credits**

*Strategisk kommunikation: Kvantitativa metoder, 7,5  
högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus is an old version, approved by Faculty Board of Social Sciences on 2014-06-12 and was valid from 2014-09-01, autumn semester 2014.

### **General Information**

The course is mandatory during the third semester within the Master Programme in Strategic Communication. The course takes place in Helsingborg.

*Language of instruction:* English

*Main field of studies*

Strategic Communication

Strategic Communication

*Depth of study relative to the degree requirements*

A1F, Second cycle, has second-cycle course/s as entry requirements

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### **Learning outcomes**

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

#### **Knowledge and understanding**

- demonstrate in-depth understanding of the relationship between different components of the research design process and quantitative methods,

### **Competence and skills**

- design research project based on quantitative methods,
- design, execute and assess a survey according to scientific standards,
- perform and communicate results of quantitative research findings based on statistical analyses, such as cross tabulation, multivariate analysis, correlation, regression, and factor analysis,

### **Judgement and approach**

- independently reflect on the link between research question(s) and research strategy.

### **Course content**

The aim of this module is to provide the students with the opportunity to acquire skills necessary to design and carry out an individual research project based on quantitative methods. The course consists of three themes. The first theme focuses on research design. The students are introduced to research design based on quantitative methods. Initially, they are asked to reflect on what it means to do research in the social sciences and when quantitative methods are appropriate. The students are also introduced to tools to design and motivate quantitative study. The second theme is survey methods. The students are introduced to surveys as a data source. Apart from technical issues such as sampling, question design and data collection, the theme focuses on the relation between research question, survey design and data analysis. The third theme is data analysis. The students are introduced to different statistical methods such as cross tabulation, multivariate analysis, correlation, regression analysis and factor analysis, and learn how to use them in SPSS.

### **Course design**

Teaching includes lectures, workshops and seminars. Students are expected to participate in group preparations between the activities. Active participation in workshops and seminars is compulsory.

### **Assessment**

The assessment will take the form of two small group assignments in continuation of the workshops and seminars, and an individual assignment where the student will present a project description with emphasis on research design and quantitative methods.

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.

*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 F for 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.

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 for the course the student must have fulfilled course requirement of 60 credits in the Master Programme in Strategic Communication.

## **Further information**

The course can not be part of a degree with SKOB37 Kvantitativa metoder (Quantitative methods), 7,5 credits.

## Subcourses in SKOP33, Strategic Communication: Quantitative Methods

Applies from H16

- 1601 Individual Research proposal, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1602 Group assignment, 3,5 hp  
Grading scale: Fail, E, D, C, B, A

Applies from H14

- 1401 Strategic Communication: Quantitative Methods, 7,5 hp  
Grading scale: Fail, E, D, C, B, A