



Faculty of Social Sciences

## SKOP35, Strategic Communication: Strategic Communication Theory, 7.5 credits

*Strategisk kommunikation: Strategisk kommunikationsteori, 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 2015-06-10 and was last revised on 2016-03-15. . The revised syllabus applied from 2016-08-29. , autumn semester 2016.

### General Information

The course is a compulsory component of the third semester of the MSc programme in Strategic Communication (120 credits) and the MSc programme in Strategic Public Relations (120 credits). The course is offered at Campus Helsingborg.

*Language of instruction:* English

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

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

### Learning outcomes

On completion of the course, the students shall demonstrate

#### Knowledge and understanding

- knowledge about theorizing and theory-building in the field of strategic communication,
- specialized knowledge of empirical research and theoretical work in mediatization and identity, public affairs, and democracy and the public sphere,

### **Competence and skills**

- good ability to identify interconnections between sub-fields and to synthesize research from various areas,
- good ability to theorize and progress towards theory-building in strategic communication,

### **Judgement and approach**

- ability to clearly distinguish between descriptive and normative theoretical approaches,
- ability to use the required reading to discuss and reflect on the future profession as communication officer.

### **Course content**

The course considers the emergence of strategic communication as a unified research field. It encourages students to engage with the current discussions about integration or fragmentation. A core objective of the course is to develop the students' ability to reflect on theory development in strategic communication.

To achieve this objective, the course introduces students to theorizing and theory-building in the social sciences. After that, three themes are explored: mediatization and identity, public affairs, and the role of the public sphere in democratic systems. Based on the three themes, the course interrogates key concepts and theories and poses the general question whether and how a holistic understanding of strategic communication is possible. As digital media currently dissolve and redefine boundaries, the significance of digital media for the communication of organizations is discussed throughout the course.

The course will also address the professional role of communication officers in relation to boundaries in strategic communication such as between citizen and consumer, local and global, society and organization, and employee and private individual.

### **Course design**

Teaching consists of lectures and seminars. Attendance at seminars is compulsory unless there are special grounds.

An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

### **Assessment**

The assessment is based on an individual take-home exam and an oral exam. 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.

*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 seminars are exempted from the grading scale above. The grades awarded for such components are 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.

The course grade is determined by the mean of the grades of the marked exams (in A = 5, B = 4, C = 3, D = 2, E = 1). To pass the course, the student must have received at least the grade E on all components of the course marked with the grading scale E – A, F, and pass all other components marked with the grading scale Pass – Fail, and 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**

To be admitted to the course, the student must have passed 60 credits within the MSc programme in Strategic Communication (120 credits) or the MSc programme in Strategic Public Relations (120 credits).

## Subcourses in SKOP35, Strategic Communication: Strategic Communication Theory

Applies from H18

- 1801 Home-exam, 4,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1802 Seminar 1, 1,0 hp  
Grading scale: Fail, Pass
- 1806 Seminar 2, 1,0 hp  
Grading scale: Fail, Pass
- 1807 Seminar 3, 1,0 hp  
Grading scale: Fail, Pass

Applies from H16

- 1601 Paper, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1602 Oral examination, 3,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1603 Seminar 1, 0,0 hp  
Grading scale: Fail, Pass
- 1604 Seminar 2, 0,0 hp  
Grading scale: Fail, Pass
- 1605 Seminar 3, 0,0 hp  
Grading scale: Fail, Pass