



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKPM18, Strategic Communication: Research and Evaluation for Practice - Planning and Controlling, 7.5 credits**

*Strategisk kommunikation: Forskning och utvärdering i praktiken -  
planering och uppföljning, 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 2018-11-20 to be valid from 2018-11-23, spring semester 2019.

### **General Information**

The course is mandatory during the second semester within the Master of Science Programme in Strategic Communication, 120 credits. The course takes place in Helsingborg.

*Language of instruction:* 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**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- demonstrate a deep understanding of how strategic communication efforts can be scientifically evaluated,
- demonstrate knowledge of how the social science research can contribute the planning and evaluation of strategic communication,
- demonstrate a deep understanding of accepted methods and tools for communication evaluations,
- demonstrate an understanding for group processes and its consequences,

### **Competence and skills**

- demonstrate an ability to systematically derive a communication strategy from a organisational or business strategy,
- demonstrate ability to outline the communication strategy in a clear and comprehensible manner using established state-of-the-art terminology and concepts, such as Balanced Scorecards and Strategy Maps,
- demonstrate an ability to discuss and reflect on how applied strategic communication could be used to address global sustainability challenges,

### **Judgement and approach**

- demonstrate an ability to appraise if a communication programme is a success or a failure,
- demonstrate an ability to analyse and reflect their own role in and contribution in group processes.

### **Course content**

This course focus on evaluation research and its utility in practice. Students are introduced to communication controlling as a key concept in strategic communication. After the course the students shall be acquainted with the theoretical framework for communication controlling as well as its practical implementation. Special attention is paid to the alignment of strategy and controlling.

The case study connects thematically to the global vision of sustainable development which are specified in the UN's 17th Sustainable Development Goals and Agenda 2030. The goals are a part of an integrated context which the different goals includes the different dimensions of sustainability: economic, social and ecology.

### **Course design**

Teaching includes lectures, supervision, guest lectures and seminars.

Attendance at guest lectures and 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**

Assessment is based on a presentation with one group report (4 credits) and one individual home exam (3,5 credits).

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.

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

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 course grade is set by the students grade on the group report and presentation, and the grade on individual home exam.

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**

For admission to the course, the student should be admitted to the Master of Science Programme in Strategic Communication, 120 credits.

## **Further information**

The course can not be part of a degree together with SKPM13 Strategic Communication: Research and Evaluation for Practice – controlling, 7.5 credits.

## Subcourses in SKPM18, Strategic Communication: Research and Evaluation for Practice - Planning and Controlling

Applies from V19

- 1901 Project, 4,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1902 Home exam, 3,5 hp  
Grading scale: Fail, E, D, C, B, A