



LUND
UNIVERSITY

Faculty of Social Sciences

SKPM19, Strategic Communication: Crisis Communication, 7.5 credits

Strategisk kommunikation: Kriskommunikation, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2018-11-19 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

To complete the course, the student should be able to

Knowledge and understanding

- demonstrate an understanding of crisis communication as a research field and strategic planning practice,
- demonstrate the ability to integrate theoretical knowledge gained from the literature with practical experiences from role-playing and case-work,

Competence and skills

- demonstrate the ability to identify typical communication problems and their implications under conditions of uncertainty,
- demonstrate the ability to design strategies, operational manoeuvres or tactical devices to solve them under conditions of uncertainty,
- demonstrate the ability to effectively present these solutions,

Judgement and approach

- demonstrate the ability to analyse and critically review various vital questions connected to crisis communication, particularly ethical and societal concerns such as lying and manipulation, power and injustice, against a theoretical background,
- demonstrate the ability to critically reflect the limits of strategic crisis communication and of the premises and presuppositions of the 'strategy' discourse.

Course content

The overall aim of this course is to develop the students' understanding of crisis communication as a research field and as a strategic communication practice. Students should be made acquainted with typical crisis scenarios and typical ways to deal with them based on theoretical knowledge and practical skills. Special emphasis is placed on preparing students for the peculiar conditions of crisis communication, i.e. conditions of uncertainty and time pressure. The course consists of a theoretical part, a practical part and a reflective part. The core of the course, the practical part, consists of several cases which student groups present for other student groups to solve in real-time, drawing on their knowledge acquired earlier in the theoretical part. The course concludes with a reflective part in which the students reflect about their case against a wider theoretical background chosen by themselves. The course treats crisis communication from a holistic perspective, as a strategic planning problem.

Course design

Teaching includes lectures, guest lectures, workshops, seminars and case study-sessions. Attendance at case study-sessions and guest lectures is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students only if they 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 group presentation including a group strategy paper, active participation in case study-sessions, and an individual reflection paper. 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.

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 nonpassing 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 determined by calculating the mean of the weighted grades of marked exams. Weighted grades are calculated by transforming the grade to numbers (A = 5, B = 4, C = 3, D = 2, E = 1), then multiplying the number with the credits assigned to the respective element of the exam. 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. Exempted from the grade scale is the participation in the case study simulation. In the case study simulation, pass and fail are awarded.

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.

Subcourses in SKPM19, Strategic Communication: Crisis Communication

Applies from V19

- 1901 Presentation and report, 6,5 hp
Grading scale: Fail, E, D, C, B, A
- 1902 Individual reflection paper, 1,0 hp
Grading scale: Fail, E, D, C, B, A
- 1903 Participation in case study simulation, 0,0 hp
Grading scale: Fail, Pass