



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKPM30, Strategic Communication: Qualitative Methods, 7.5 credits**

*Strategisk kommunikation: Kvalitativa metoder, 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 2021-09-07 to be valid from 2021-09-22, spring semester 2022.

### **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**

After completing the course the student should

#### **Knowledge and understanding**

- demonstrate an in-depth knowledge of different epistemological perspectives and its importance for crafting qualitative research and in especially analysis and presentation of qualitative studies,

#### **Competence and skills**

- demonstrate the ability to select and justify the choice of a qualitative approach in relation to another method, based on a given research question,
- demonstrate the ability to collect and analyze qualitative empirical material,

- demonstrate skills in reporting a qualitative study and justify the selection of method based on a given research question and epistemological perspectives,
- demonstrate skills in critically examining a qualitative study, and being able to discuss and reflect on the quality and ethical aspects in qualitative studies,

### **Judgement and approach**

- demonstrate ability to critically reflect on the experiences and consequences of collection and analysis of qualitative empirical material.

### **Course content**

The course deals with qualitative research methods in the social sciences and especially common methods in strategic communication. The course starts with discussing the relationship between choice of theoretical perspective, research problem and research question in different qualitative traditions. Thereafter the course provides the student with an overview of various qualitative methods such as observation and interview, and how they are used within strategic communications. The course will also develop student's skills in applying various qualitative methods. Special emphasis is given to analysis and reporting of qualitative studies. As well theoretical knowledge as practical skills in qualitative methods is treated. The idea is the knowledge should be the basis for the Master's thesis.

### **Course design**

Teaching consists of lectures, workshops and seminars. Unless there are valid reasons to the contrary, compulsory participation is required in workshops and seminars. 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 assessed through an individual take-home exam (5.5 credits) and two seminars (1 credit each).

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further reexamination 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 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.

Seminars are exempted from the grading scale above. The grades awarded for these 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 set by the students grade of the individual take-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 on the course.

## Entry requirements

To be eligible for the course the student must be admitted to the Master of Science Programme in Strategic Communication, 120 credits.

## Further information

The course can not be part of a degree with SKPM12 Qualitative methods 7.5 credits, nor SKPM17 Qualitative methods 7.5 credits.

## Subcourses in SKPM30, Strategic Communication: Qualitative Methods

Applies from V22

- 2201 Individual home exam, 5,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2202 Seminar 1, 1,0 hp  
Grading scale: Fail, Pass
- 2203 Seminar 2, 1,0 hp  
Grading scale: Fail, Pass