



Literature for SKPM07, Strategic Communication: Internship applies from semester autumn semester 2014

**Literature established by the board of the Department of Strategic
communication on 2014-09-17 to apply from 2014-09-17**

See appendix.



LUND UNIVERSITY

Faculty of Social Sciences

U 2014/660

Department of Strategic Communication

H. Literature for SKPM07: Strategic Communication: Internship (Strategisk kommunikation: Praktik), 15 credits, second cycle (A1F)

The course was adopted by the Board of the Faculty of Social Sciences 2013-05-16. The syllabus was approved by the Board of the Department of Strategic Communication 2013-04-02. The literature was revised by the Head of the Department of Strategic Communication 2014-09-17.

The literature is valid from autumn semester 2014.

Literature

Cornelissen, Joep (2000). Towards an understanding of the use of academic theories in public relations practice. *Public Relations Review* 26 (3): 315-326.

Schon, Donald A (1984). *The Reflective Practitioner. How Professionals Think in Action*. New York: Basic Books [ISBN 9780465068784, 374 pages]

In addition, students choose, on their own, literature that is adapted to the work tasks performed at the placement and the assessments of the course (some 300 pages).