



## **Literature for SKPM08, Strategic Communication: Master's Thesis in Strategic Public Relations applies from spring semester 2016**

**Literature established by the board of the Department of Strategic  
communication on 2015-11-24 to apply from 2016-01-18**

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Denzin, Norman & Lincoln, Yvonna S. (2011). *The Sage handbook of qualitative research*. Thousand Oaks, CA: Sage. [ISBN 978-1412974172, 250 pages]

Allen, Michael R., Titsworth, Scott B, Hunt & Stephen K. (2008). *Quantitative research in communication*. Thousand Oaks, CA: Sage. [978-1412956963, 250 pages]

Creswell, John (2009). *Research design: Qualitative and quantitative and mixed methods approaches (4th ed)*. London: Sage. [ISBN 978-1452226101, 304 pages]

Hart, Chris (2009). *Doing a literature review*. London: Sage. [ISBN 978-0761959755, 230 spages]

In addition, the student is expected to search and use scientific litteratur and articles related to the chosen topic of the thesis (1500 pages).

Total number of pages: 2500.