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LUND UNIVERSITY

Campus Helsingborg

Department of Strategic Communication

Jörgen Eksell, Director of Studies

Howard Nothhaft, Programme Director

Guidelines for work placements, elective courses and exchange studies on the Master's programme in Strategic Communication (SASKO)

During the 3rd semester of the Master's programme in Strategic Communication students have a number of options. Students can

- undertake a work placement as part of the course SKPM07 Internship (15 credits)
- take elective courses of 15 credits instead of the internship
- spend the entire semester abroad (30 credits).

The courses offered in the 3rd semester presently are:

- Internship / Elective courses (15 credits)
- Quantitative methods (7.5 credits)
- Strategic communication theory (7.5 credits)

or

- Exchange studies (30 credits)

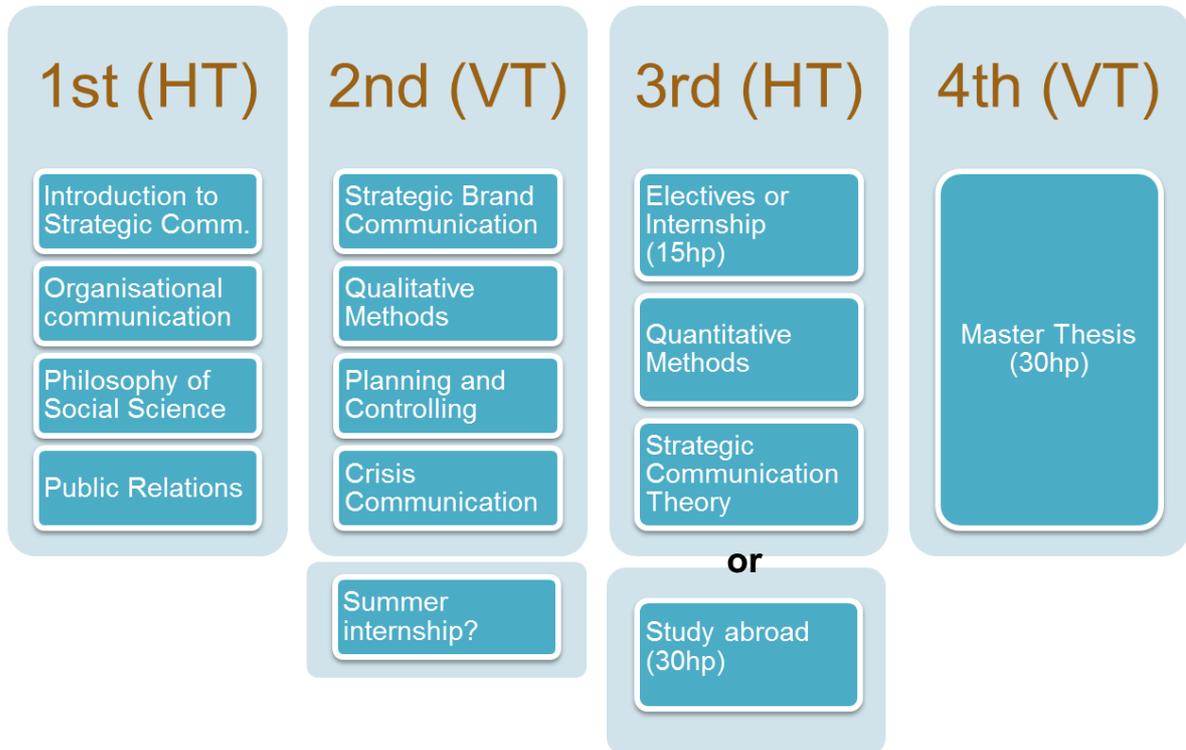
If necessary and required, the department also offers a summer internship course during the semester break.

SKPM07 Internship (15 credits)

During the 3rd semester, you have the opportunity to undertake a work placement as part of the internship course SKPM07 (15 credits).

The aim of the placement is to develop both practical and academic skills such as analysis, critical and reflective approaches, etc. The idea is that the work placement should prepare students for their future careers and help them establish contact with potential employers. This can be a competitive advantage on the job market. For more information about the structure of the course, assessment and reading, see the syllabus. Below is some practical information.

Overview of the programme



Length of the placement

The work placement period begins on or around Sep 01 and runs until around Oct 30; the exact dates vary from year to year. The course director will inform students of the correct dates well before the start of the course.

The placement period, a minimum of 6 weeks, is to be spent working at the placement organisation, which corresponds to approximately 288 hours. The rest of the time is spent on assignments and seminars.

Students decide with their supervisor at the placement organisation how their attendance on the placement is to be distributed. It is possible for students to undertake the placement full-time over eight consecutive weeks, or to spread the placement out over a longer period, for example working four days a week for 10 weeks.

The placement should be carried out during the course period. There are a number of reasons, but the most important is that Lund University's insurance for you as a student is only valid during the course period (can be extended to two weeks before and after the course period). Another reason is that the course director might not be available earlier or later.

Placement organisation

Students are responsible for finding their own work placements. This in itself is practice in finding work and making contacts. The placement organisation must be approved by the course director at the Department of Strategic Communication well before the start of the placement.

The placement you apply for must be relevant to the field of work of strategic communication. The placement can be carried out in various types of organisation, such as a private company, a municipality, a public authority or a voluntary organisation. Organisations should not be too small and operate a well-established, professional communication department.

Relevant duties for a Master's student in strategic communication may be found in a number of departments, such as corporate communications, HR, PR or marketing. The placement can be carried out in Sweden or in other countries. The only requirement is that the duties incorporate strategic communication.

Work placements in Sweden are normally unpaid, except if students apply for scholarships offered by organisations that have established specific placement positions with scholarships. Some placement providers do offer some kind of salary and in some countries this might be legally required or regulated. *A work placement cannot be undertaken at the student's own company.*

Finding a work placement

In the ideal scenario, you would arrange a work placement that offers you opportunities to experience an organisation where you would like to work after graduation. However, other types of work placement can still be rewarding. Try not to focus on only one type of organisation, because there may be limited opportunities and stiff competition. Think about what interests you would like to develop.

The Careers Service at Lund University www.lunduniversity.lu.se/current-students/careers-service or S-Career centre at the Faculty of Social Sciences <http://www.sam.lu.se/en/s-career> may have advertisements for work placement positions both in Sweden and other countries. See also the International Office for information about scholarship opportunities for work placements abroad (www.lunduniversity.lu.se/current-students/study-abroad-opportunities/traineeship-abroad-via-erasmus). The Department of Strategic Communication posts links to some current placement vacancies on its Facebook page: [/www.facebook.com/strategiskkommunikation](https://www.facebook.com/strategiskkommunikation).

Careers fairs can be a good way to come into contact with companies. It may be a good idea to attend careers fairs in other fields, for example at Lund School of Technology or the School of Economics and Management. The companies represented there are often large and are not only looking for engineers. Agora organizes the Agora Day in early spring at Campus, moreover.

Applying

In your letter of application, you should be clear on why you are applying for a work placement at the specific organisation and emphasise what you can bring to the position. Your application should also include a well-structured CV. Enclose the syllabus and information about the work placement course as well. Make clear, without detracting from your motivation, that your placement is a compulsory part of your education since that may affect your legal status.

If you need help to structure your application and what to include, you can contact the University's Careers Service (www.lunduniversity.lu.se/current-students/careers-service).

Content of the work placement

The duties you are given may vary from advanced to more straightforward or even mundane tasks, but overall they should give a good insight into the professional role of a communications officer and the area of activity of the placement organisation.

It is important that you are involved in the ongoing, day-to-day work and that you become a part of the team or department where you are based. It is preferable but not a requirement that as well as having a number of ongoing duties, you take part in one *large, coherent project* on which you can work independently over an extended period.

Letter of intent

You must submit a preliminary plan for the work placement well before the start of the placement. In the plan you should indicate where you will be undertaking the placement, why the organisation is interesting from a strategic communication perspective, a short description of what duties you will be performing, who your supervisor will be and the dates you and your supervisor have decided. It is on the basis of this initial plan that the department approves the placement.

Supervision by placement providing organization

In order to make the work placement as meaningful as possible both for you and for the organisation, it is necessary that you have a supervisor in the workplace. The placement supervisor gives you an induction and instructions, and supervises and supports you in your work. It is important that you discuss the outcomes of your work with your supervisor on a regular basis and that you receive feedback.

At the end of the placement, your supervisor signs an internship certificate to verify that you have completed the placement according to the letter of intent.

Elective courses (15 credits)

If you do not undertake a work placement, you have the possibility of taking elective courses at Lund University or another Swedish university for the early 10 weeks of semester three (15 credits). The aim of the elective courses is to give

students the opportunity to choose courses that give them further advantages on the job market and/or that increase their chances of being admitted to research studies.

Credits for the courses are transferred to the Master's programme if they meet certain requirements (see below). Students are welcome to discuss the focus and selection of their courses with the study adviser or programme director at the Department of Strategic Communication. The text below describes the principles for choosing courses and for credit transfer.

Principles for choice of courses

It is important that you think about what type of courses would complement the courses on the Master's programme in Strategic Communication early on. If you are going to take courses in Sweden you will need to apply in the ordinary application rounds (usually Jan 15 and April 15) in the spring semester.

When planning your elective courses, there are two approaches you could take. You can decide to either *broaden* or *deepen* the knowledge you have gained from the courses offered as part of the programme. The Master's programme in Strategic Communication is an interdisciplinary programme and provides you with knowledge of subjects that traditionally belong to different disciplines. If you want to *broaden* your knowledge, you could for example choose to study a subject that is not already included or addressed on the programme. If you want to *deepen* your knowledge, you should instead take courses that provide you with more specialised knowledge of an area already addressed on the programme.

The Department of Business Law and the Department of Business Administration both offer courses that may be relevant to students in strategic communication. The departments/divisions of political science, behavioural science, sociology, psychology and education also sometimes offer specialised courses that provide interdisciplinary breadth.

Besides the possibilities mentioned above, there are a large number of courses in other subjects that may be relevant. You must be able to explain how the course ties in to and enriches your studies on the programme. If you need advice on your choices, contact the study adviser and prepare for the meeting by writing down the reasons for your choices. Don't forget that it may be possible to combine distance learning courses with other courses that require physical attendance. Below is an overview of the general principles for credit transfer.

Credit transfer for elective courses

Credit transfer takes place after the end of the semester. The principle for credit transfer from the courses to the Master's programme in Strategic Communication is that they have a clear and relevant link to the discipline of strategic communication and that they do not overlap with previous courses. The courses may not replace compulsory courses on the Master's programme in Strategic Communication.

The following guidelines apply:

- The courses must be in an *academic subject*. Courses must have a clear link to strategic communication for the credits to be transferred. A course that is about developing a skill, for example negotiation techniques, must therefore have a clear link to strategic communication. Credits cannot be transferred for a work placement because there is already a work placement course, Internship (15 credits), that can be taken on the programme.
- The courses can be at *undergraduate (Bachelor)* or *graduate (Master's)* level.
- Credits can only be transferred for *complete, finished and passed* courses. Individual course components, exercises or modules cannot be counted.
- Courses must not overlap *each other* or with *compulsory* courses on the programme. The principle is that students cannot receive credit for the same content more than once. If courses overlap, the credits can only be counted once.
- Credits cannot be transferred for academic language courses.
- Grades from courses taken abroad are not translated into Swedish grades.
- Credits are not transferred for degree projects. The Master's degree project that is written as part of the programme must be presented at Lund University and in strategic communication. The Master's degree project cannot be replaced with a degree project from another university in Sweden or abroad.
- Credits cannot normally be transferred from courses on MBA programmes. These programmes do not always give academic credits and hence credits are not transferred.

Exchange studies

Finally, you can also choose to study a semester abroad. You will take 30 credits at a university in another country. Studying abroad gives an exciting added dimension to your studies. You get the opportunity to take courses as well as getting to know a new country and culture. In addition, you can improve your language skills.

You will need to plan well ahead. In order to study abroad in the 3rd semester, you need to begin planning and applying in the autumn before.

There is one main application round (1-25 November) for study abroad through the University's various agreements, organised by the Faculty of Social Sciences. The Faculty holds information sessions ahead of the application round and provides advance information about courses available. For more information, see www.sam.lu.se/en/education/exchange-studies/outgoing-exchange-students.

You can also apply to universities abroad independently. If you choose to go abroad as an independent non-exchange student (sometimes referred to as a *free mover*), you are responsible for all contact with universities and authorities abroad. This option can be expensive, because students have to pay their own tuition fees and involves a lot of work so start planning in good time!

So, you have two options: studying abroad through an exchange agreement or independently as a non-exchange student. Whichever one you choose, credits for your studies can be transferred to your degree in Sweden and you therefore do not need to extend the total length of your studies.

Please note that courses need to be approved by the programme director in advance to make sure they can be transferred into the degree.

You can contact the study adviser at the Department of Strategic Communication or the international coordinator at the Faculty of Social Sciences for more information on exchange studies.

Choosing courses

For study abroad, students take courses totalling 30 credits. At least 7.5 credits must be second-cycle courses in *research methods*. The department recommends that students take a course in *quantitative methods* of at least 7.5 credits. When choosing a methodology course that deals with other methods, students should make sure that the content of the course does not overlap with the course *Qualitative methods* (7.5 credits) taken in the 2nd semester.

The remaining credits are to be made up of elective courses in strategic communication or associated subjects. The remaining courses can be both on undergraduate and graduate level. See also the instructions for elective courses above. For the courses to be included in the Master's programme in Strategic Communication, they must be approved in advance by the department.