



LUND UNIVERSITY

Faculty of Social Sciences

Department of Strategic Communication

## **Programme syllabus for the MASTER OF SCIENCE IN STRATEGIC COMMUNICATION (120 CREDITS)**

**Credits: 120**

**Cycle: Second**

**Programme code: SASKO**

The programme syllabus was approved by the Board of the Faculty of Social Sciences on February, 26 2009. Changes were approved May 2, 2012. An amendment was approved by the Dean on December 19, 2013 in accordance with the delegation rules of the Faculty of Social Sciences approved on November 6, 2013 (reg. no S 2013/122). The syllabus was revised by the Board of the Faculty of Social Sciences on June 11, 2015.

The syllabus is valid from the autumn semester 2016.

The programme is offered at Campus Helsingborg. The Master Programme in Strategic Communication is given in English.

### **B. Programme description**

The aim of the programme is to enable students to develop Master's level knowledge and understanding of the interdisciplinary main field of strategic communication. The field comprises management, planning and implementation of reflexive communication processes and activities in relation to different target groups on the one hand, and to the community and the public sphere on the other, in order to achieve general operational objectives. The programme is based on theories within the research areas of organisational communication, public relations and marketing communication. Current research areas within strategic communication, such as crisis, change and brand communication are addressed within the courses of the programme. The MSc in Strategic Communication is focused on communicative leadership in organisations, and is driven by six core ideas. The programme is

- *interdisciplinary*, referring to the intersections between subjects such as media and communication studies, business administration and social psychology.
- *demand-focused*, i.e. the issues addressed must be relevant from an applied perspective in order to provide students with usable knowledge, and hence good prospects on the labour market.
- *internationally viable* by including international and intercultural perspectives in all courses.
- based on *active learning*, meaning that students are provided with the opportunity to work with problem-based assignments that make them active in the learning process

- based on *the current research front* within the field.
- based on firmly established collaborations with companies and authorities through an *advisory board*, *partner companies* that provide a platform for degree projects and participation of *professionally active guest lectures*.

On completion of the programme, students will be able to work as *communication strategists* in different functions and organisations. Apart from work as a communication strategist, this might involve work as PR manager, marketing or brand managers, communicators, consultants, corporate communications managers, or project managers. The qualifications and previous experience of the student will be of decisive importance in this respect.

### **C. Learning outcomes**

For a degree of Master of Science, the student shall fulfil the following learning outcomes on completion of the programme, pursuant to the Higher Education Ordinance:

#### *Knowledge and understanding*

For a degree of Master of Science (120 credits) the student shall

- demonstrate knowledge and understanding in the interdisciplinary field of strategic communication, including both broad knowledge of the field as a whole and a considerable degree of specialised knowledge in certain areas of the field as well as specialised insight into current research and development work
- demonstrate specialised methodological knowledge in the field of strategic communication.

#### *Competence and skills*

For a degree of Master of Science (120 credits) the student shall

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and thereby contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

#### *Judgement and approach*

For a Degree of Master of Science (120 credits) the student shall

- demonstrate the ability to make assessments in the field of strategic communication informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used

- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

In addition to these outcomes, the student shall on completion of the programme

- demonstrate knowledge of research communication and independently be able to monitor the knowledge development in the field
- demonstrate specialised understanding of communication processes and the context of communication from interpersonal, organisational and societal perspectives
- demonstrate the ability to reflect on complex organisational and societal processes from the perspective of strategic communication
- design and carry out various concrete measures in the field of strategic communication
- independently be able to carry out evaluation of communication processes so as to demonstrate outcomes
- demonstrate specialised insight into the way in way in which different communication processes are constructed and legitimised, and the ability to value, judge and communicate how these processes affect different agents and stakeholders.

#### **D. Course details**

The Lund University MSc in Strategic Communication (120 credits) comprises the following courses:

Semester 1	Semester 2	Semester 3	Semester 4
Introduction to strategic communication (7.5 credits)	Strategic brand communication (7.5 credits)	Elective courses/ Internship (15 credits)	Master's Thesis (30 credits)
Organisational communication (7.5 credits)	Qualitative methods (7.5 credits)	Quantitative methods (7.5 credits)	
Philosophy of Social science (7.5 credits)	Research and evaluation for practice – planning and controlling (7.5 credits)	Strategic communication theory (7.5 credits)	
Public relations (7.5 credits)	Crisis communication (7.5 credits)		

In semester 3, students have the option of taking 15 credits either in the form of elective courses in strategic communication or associated subjects, or an industry placement reading the course Internship, 15 credits. Students opting for elective courses must have the courses approved by the programme director.

Semester 3 also includes the possibility of studying abroad. Studies abroad must comprise of 30 credits in strategic communication or associated subject, of which 7.5 credits must be second cycle courses in research methods. In order to be included in the degree, the courses studied abroad must be approved by the programme director at the department.

**E. Degree**

On completion of the programme, students will be awarded the degree of Master of Science (120 credits) in Strategic Communication.

**F. Admission requirements and selection criteria**

To be admitted to the programme, students must have a Bachelor's degree in Social Sciences, Humanities or Economics and Management including 90 credits in strategic communication, media and communication studies, journalism, marketing, organizations studies *or the equivalent*.

A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines.

Foreign students are exempted from the basic university eligibility requirement of commanding the Swedish language.

Selection among applicants will be based on:

1. The grade on the Bachelor's degree thesis.
2. The grades on other courses in the Bachelor's degree.
3. Statement of purpose.

**G. Further information**

Students who have credits from courses corresponding to the courses on the programme may have the credits transferred, on application.