

Student Handbook 2020/21

DEPARTMENT OF STRATEGIC COMMUNICATION

Welcome!

Strategic communication is a multidisciplinary subject that helps us understand, analyse and review organisational communication within companies, public organisations and public authorities from a holistic perspective. Communication is fundamental in all types of work. The ability to communicate well is becoming increasingly important in a time characterised by fast messages and heterogeneous target groups.

The subject includes studies of the formal and informal communication processes and practices of an organisation to achieve a certain goal. It can be anything from the formation of political opinion and influence to internal communication, relationship-building activities and branding. The Department of Strategic Communication (ISK) offers two Bachelor's programmes in Swedish and one international Master's programme in English. We also conduct cutting-edge research in communication, focusing especially on internal organisational processes, public diplomacy, branding, digital media and democracy, as well as visual strategies.

We look forward to seeing you here!



Independent studies

We offer exciting education in a research-intensive environment, closely linked to working life, but it is up to you to make the most of it.

Independent studies is a key element of higher education. Full-time studies correspond to approximately 40 hours a week but many of them are not scheduled. You are expected to plan your own time, so that you achieve your goals based on your own circumstances. Having a good study technique is thus important to be able to conduct university studies independently.

Our courses and programmes consist of lectures, seminars, group assignments and workshops. Theoretical components are

linked to practical exercises. Lectures are an important part of the teaching; they aim to provide perspective on what you are expected to learn from the literature on the course. The required reading is often extensive. In order to succeed in your academic studies, you must be able to express yourself well in both speech and writing.

Academic studies

ACADEMIC QUARTER

At Lund University, we apply the academic quarter, which means that class begins 15 minutes after the scheduled time. This applies to all forms of teaching, unless otherwise stated. At exams, however, the academic quarter does not apply.

LECTURES

Lectures are the classical form of university teaching that involves the lecturer teaching in their research subject. The purpose of the lecture is to provide perspective and critically examine the subject, as well as to provide ideas and guidance for further studies.

SEMINARS

During seminars, the lecturer meets with a small group of students to discuss an aspect or perspective within a subject. It is important to read up on the subject in advance, as students are expected to participate actively with observations and comments. Papers, degree projects and other projects are often to be presented at a seminar.

INTERNSHIPS

Internships give students the opportunity to experience working life and to exercise their future professional role. An internship can be conducted at a location away from where you study. You can also choose to do an internship abroad. As a student, you find your own internship placement. If your internship is in Europe, you can apply for an Erasmus scholarship – learn more at <https://www.lunduniversity.lu.se/current-students/study-abroad-opportunities/traineeship-abroad-via-erasmus>

COURSE SYLLABI

Every course has a course syllabus. The syllabus contains information about the aim and content, learning outcomes, entry requi-

rements, grading scale and assessment of the course. The syllabi for the respective courses are available on Canvas.

REQUIRED READING

At university, the required reading is often extensive. Make sure you have the current reading list before purchasing any material. Instead of buying textbooks, you can borrow them from the library. The Campus Library has at least one copy of each course textbook. If you only need access to a small section of a book, you may want to copy it. However, bear in mind that it is illegal to copy and sell long texts. On the LU Library website (www.lub.lu.se) you can search for and reserve books as well as read articles and e-books.

COURSE EVALUATION

We focus on the learning process of the student. Students have the opportunity continuously to influence the quality of teaching. In addition to the ongoing reflection that takes place throughout the course, you will be asked to complete an anonymous online survey about your experiences of the course after its completion. The responses to the survey are collected and discussed together with student representatives and the programme directors, and subsequently communicated to the student body. Course evaluations are important in order to improve the quality of teaching and to help the education to become better.

CREDIT TRANSFER

If you have studied previously, you can apply for a credit transfer of your courses towards your degree. Only fully completed courses are eligible for a credit transfer. The credit transfer is processed by the study advisor at the department. The application is to be made on

a special form and include the course syllabi/reading lists for the courses you have studied, as well as a study transcript (Ladok extract) or an official transcript if you have studied abroad. All supporting documents must be submitted in paper format.

EXAMS

Exams are usually written, but they can also be oral. Usually they comprise an individual task that the students and lecturers will review together at a later date. Written exams are taken either on site, or at home and submitted by a specific time. Before an exam, you will need to register for the exam session via the course portal. For more information, please visit your course page on Canvas.

RETAKE EXAMS

Students who fail an exam are entitled to a retake. Retakes are organised after the regular exam session and at a catch-up session at the end of each semester. At the retake session, the same conditions apply as during the regular exam.

GRADES

The courses at the department apply the A–F grading scale, where A is the highest grade

and F means fail. The criteria for the different grades can be found in the course syllabus. Grades are a public authority decision that cannot be appealed, but it is possible to re-request a review of the decision in case of a clear error. The examiner will decide whether or not the decision is to be reviewed.

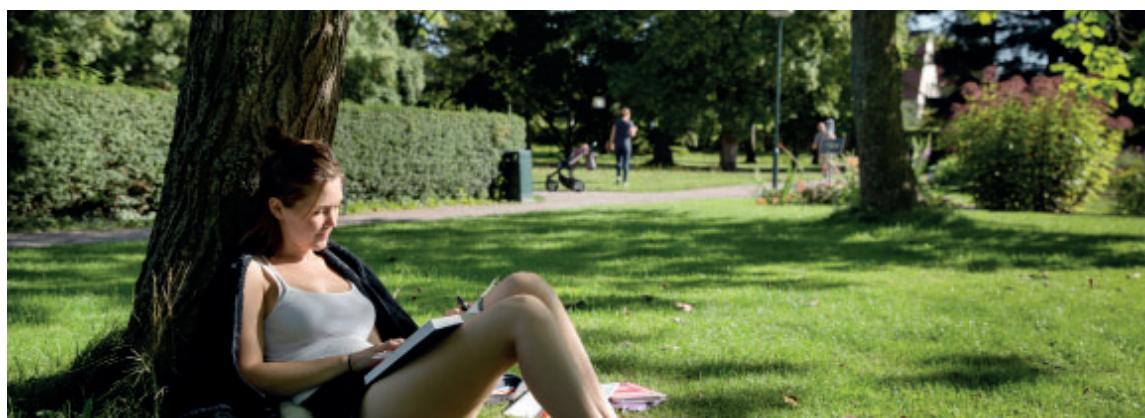
DEGREE PROJECTS

At the end of all Bachelor's and Master's programmes in strategic communication, students are required to carry out a degree project. For examples of previous degree projects, search through the national database called Uppsök, <http://upsok.libris.kb.se/sru/upsok>.

DEGREE CERTIFICATES/GRADUATION

After completing your studies, you can apply for a degree certificate. The certificate is issued by the Degree Office at Lund University, and you can apply through the Student Portal. The processing time is approximately 6–8 weeks.

In early June, a graduation ceremony is held for graduating Bachelor's students. The ceremony is organised by the students' union.



The Master's students of the department celebrate their graduation together with other Master's graduates at the Faculty of Social Sciences in Lund in early June.

CREDITS

A semester is 20 weeks long and corresponds to 30 credits. Students will not be admitted to courses amounting to more than 45 credits per semester. Full-time studies for 30 credits correspond to approximately 40 hours of study per week.

LADOK TRANSCRIPTS AND CERTIFICATES

The lecturer in charge of the course comments on and grades all completed exams. The grades must be reported not later than 15 working days after the exam date, and entered in Ladok. Ladok is a study records system used at most Swedish higher education institutions. In the Student Portal, you can view your study results and create verifiable certificates. If you need a manual certificate with a signature, please contact your Study advisor.

STUDY TECHNIQUE

Academic studies require more discipline and planning compared with studies in upper-secondary school. It can be a big change, and it will help you to figure out which study technique works best for you. There is an abundance of tips, advice and books on study technique and study planning. You can also contact the Academic Support Centre, www.lunduniversity.lu.se/academic-support-centre, which, in addition to individual supervision, can offer short courses in study techniques, academic writing and public speaking.

ACADEMIC INTEGRITY

Academic dishonesty and cheating at the University include using unauthorised aids at exams, unauthorised collaboration between students, or plagiarism (copying or transcribing) of text. Lecturers are required to report any suspected cheating. A student who cheats may receive a warning or be suspended. To avoid problems, consult with your lecturer before submitting a text for assessment.



URKUND

Urkund is an online service developed to facilitate detection of cheating and plagiarism. Your written assignments will always be sent to Urkund for review. Because the system detects plagiarism, it also safeguards your work and the work of others. Read more at <https://www.urkund.com/>.

STUDY CYCLES

All studies within higher education are divided into three cycles. Each cycle builds on the previous cycle. The courses within each cycle also build on each other to create learning progression.

- Courses in the first cycle lead to a Bachelor's degree
- Courses in the second cycle lead to a Master's degree
- A person with a second-cycle degree is eligible for studies within the third cycle (research studies)

ADVISORY BOARD

The Advisory Board is composed of representatives from companies and public authorities with national and international connections. The board meets a couple of times a year to discuss the content of the education, to ensure that it develops in line with current requirements and industry trends. In addition, it gives access to expertise and support in key issues related to education.



Elective courses and studies abroad

Students on the Bachelor's programme in strategic communication may choose to study elective courses at a higher education institution in Sweden or abroad during semester five of their programme. Students on the Bachelor's programme in strategic communication and digital media can choose to take either an internship and a course in Strategic Communication or elective courses at a higher education institution abroad during semester five.

Students on the Master's programme in strategic communication have the opportunity to apply for studies abroad or to choose elective courses in Strategic Communication during semester three of their programme.

CHOOSING COURSES

It is important that you, at an early stage, consider what you want your strategic communication profile to be and which courses you will need to take. You can either broaden your skills by choosing a subject that is not part of your study programme, or deepen your knowledge in a subject in which you have become interested.

The courses must fulfil certain criteria in order to be eligible for a credit transfer towards your Bachelor's degree in strategic communication. The principle is that the courses shall enrich the subject area of strategic communication, and cannot overlap with previous courses. If you need advice regarding your choices, please contact the study advisor at ISK.

STUDIES ABROAD

Studying abroad for a semester can enrich your studies and give you unique experiences that will benefit you in life and in your future career.

You can apply for studies abroad through the University's exchange programme, or apply directly to universities abroad on your own. Either way, exchange studies require a lot of planning, up to one year before you can go. Your study results, motivation, connection to the studies and other qualifications, such as involvement in an association, are all important criteria for a place through a Lund University exchange agreement.

In connection with the application period, information meetings will be held where you will be informed about current universities that you can apply for through the University's exchange programme. You can also receive advice from the International Office at the Faculty in preparation of your application. Remember to start the process in good time and read all the information available on the department website and at www.sam.lu.se/en/education/exchange-studies.

In order to include your studies abroad in your degree, they must be approved for credit transfer upon your return. A preliminary decision on credit transfer can be given if you can provide sufficient information about the courses you want to study.

Study assistance and support

At Lund University, there are plenty of activities aimed at making things easier for students. Help is available if you, for example, want to improve your study technique or need advice when trying to choose between courses.

STUDENTS WITH DISABILITIES

Having a disability such as dyslexia or ADHD does not prevent you from studying at Lund University. Contact Disability Support Services to find out what resources you can use during your time as a student and how to apply for learning support. Read more here: www.lunduniversity.lu.se/students-with-disabilities.

ACADEMIC SUPPORT CENTRE

The Academic Support Centre is available to students who want to improve their study technique, become better at writing academic texts, or feel more secure about public speaking. You can book an appointment in Lund or Helsingborg. Read more here: www.lunduniversity.lu.se/academic-support-centre.

STUDY GUIDANCE

The study advisor at ISK can answer questions about courses and study programmes in strategic communication. You can easily book an appointment via Canvas or email. You can also contact the University's general study guidance office. The study advisors have a duty of confidentiality. Read more here: www.lunduniversity.lu.se/study-guidance.

STUDENT HEALTH CENTRE

If you want to get some advice or talk to someone about your current situation and life as a student, please contact the Student Health Centre.

All staff members at the Student Health Centre have a duty of confidentiality. Read more here: www.lunduniversity.lu.se/student-health-counselling.



Withdrawal and leave from studies



WITHDRAWAL FROM STUDIES

If you have registered for a course or study programme which you have not started and will not be able to attend, please contact the department study advisor to report your withdrawal from studies. Early withdrawal, within three weeks of the start of the course/programme, will be registered in Ladok and does not prevent you from re-applying for the course at a later date. If you want to study the course the following semester, you can re-register for the course and be admitted if there is a place available. The department study advisor handles all re-registrations.

LEAVE FROM STUDIES

If you want to take a leave from studies, you must apply to the department study advisor. In your application (the form can be obtained from the study advisor), state the special grounds for your request for leave, e.g. work or other studies. Leave from studies is usually granted for one semester and a maximum of one year at a time. Leave from studies will not be granted during the first semester of your studies. Unauthorised leave from studies may cause you to forfeit your right to return to studies. The decision to approve leave from studies will be registered in Ladok.

RESUMING YOUR STUDIES

If you want to resume your studies or complete any unfinished courses, please contact the department study advisor who can help you plan your continued studies.

Practical information – Campus Helsingborg

BUILDING

Our campus is housed in the premises of the old rubber factory, Tretorn. Apart from the entrance block (Block U), the building consists of Block C, which faces the city, and Block E, which faces the sea.

LIBRARY

The library at Campus Helsingborg is multidisciplinary and available to students, teaching staff and researchers. The library is located on the second floor of Block C and gives you access to course material, reference books, newspapers, journals and electronic material. Here, you will also find computers, study places and reading rooms. Read more at www.ch.lu.se/english/library/.

IT UNIT

The IT Unit is responsible for the operation and maintenance of IT equipment. If you need help from an IT technician, please visit the reception located at the main entrance of the building.

RECEPTION

At the reception, you can top up your printing account and purchase pay-and-display parking tickets, among other things. The reception staff can answer questions about premises and simple IT issues (such as passwords to computer accounts). The reception is open Mon–Thurs 8:00–16:30 and Fri 8:00–15:30.

CARETAKER'S OFFICE

Our caretakers can advise you on copying, premises-related issues and technical equipment. They are in charge of the daily maintenance of our facilities as well as safety issues.

To report a fault concerning the premises or equipment, contact the reception and they will notify the relevant caretaker.

THE DEPARTMENT (ISK)

The department does not have set opening hours. However, some of our administrators are usually available during regular office hours. See contact information on page 15.

WIRELESS NETWORK

We have a wireless network throughout the campus area, including the courtyard and outside the main entrance. Read more at www.lunduniversity.lu.se/current-students-it-services-support/internet-connections.

PARKING

Parking spaces are available on campus. You can purchase a pay-and-display ticket from the ticket machine at the reception. The parking spaces closest to the main entrance of Campus Helsingborg are reserved for disabled parking.

SECURITY AND FIRE SAFETY

Be wary of who you let into the building when using your LU card after hours to prevent unauthorised persons from accessing the building. Lund University has security officers on call (+46 46 222 07 00) 24 hours a day. In all hallways there are signs that show where the emergency exits are located. If the fire alarm goes off, follow the instructions, even if you think it is only a drill. The assembly point is outside the main entrance. For more information, please visit <http://www.ch.lu.se/english/international-admissions/new-students/>.

STUDENTS' UNIONS AND ASSOCIATIONS

Students at Campus Helsingborg can join the students' union and student associations, which offer everything from student comedy theatre and radio to education monitoring. A list of organisations and other useful information about being a student in Helsingborg can be found at <https://helsingborgsstudent.se/in-english/>. You can also read more about students' unions and associations at www.student.lu.se.

INDUSTRY AND EXTERNAL ENGAGEMENT

As a student at Campus Helsingborg, you have plenty of opportunities to grow a network of contacts, which will be useful to you when looking for a job after graduation. Get involved in the trade organisations Sveriges kommunikatörer (<https://sverigeskommunikatorer.se/>) and Marknadsföreningen i Helsingborgsregionen (www.mih.m.se) where you will meet representatives from working life.



Practical information – Student

STUDENT PORTAL

To gain access to a range of electronic services and resources at Lund University, you first need access to the Student Portal, where you have your student account. You should receive your login information via email before the start of the semester. The information will be sent to the email address you provided in your application. Your account details can also be used to log in to Canvas, computers, the wireless network, and Lund University's databases.

STUDENT EMAIL

Your student account comes with a personal email account. During semesters, we recommend that you check your emails daily. You can update your email address in Ladok, so make sure you provide the correct contact information there. You can forward the emails from your student account to an alternative email account.

LU CARD

All students must have a personal access card – the LU card – to be able to access the University's premises. Visit the caretakes' office on floor C1 at the beginning of the semester to have your picture taken and be issued a LU card. You will receive a PIN number for your new card by email on the same day, or one day after, you receive the card. Read more at www.ch.lu.se/english/



CANVAS

Canvas is an online platform that contains important information about our courses and study programmes. Here you will find your timetable, reading list, syllabus and instructions. The platform can be accessed at www.canvas.education.lu.se.

TIMETABLE

Your course timetable must be made available to you at least one month before the start of the course. Find it by logging on to Canvas.

COMPUTER ROOMS AND COMPUTER ACCOUNTS

All students at Campus Helsingborg have access to our computer rooms, using their LU card. To use the computers on campus, you must activate your computer account. You can activate your account in connection with getting your picture taken for the LU card.

CIVIL REGISTRATION

It is important that you register your place of residence with the Swedish Tax Agency. If you have moved, update your information via www.skatteverket.se.

CHANGE OF ADDRESS

Make sure that your mail is sent to the correct address. If you move, remember to update your contact information in the Student Portal (student.lu.se).

Student influence

RIGHTS AND INFLUENCE

Your rights as a student in relation to the University and your department are governed by laws and regulations. Students at the University have the right to be represented in all decision-making and preparatory bodies within the University whose activities are important for the education and situation of students.

One way to influence is to talk to your lecturer or programme director. Another way is to complete the course evaluations after each completed course. You can also apply to become a class or student representative. Read more at <https://www.lunduniversity.lu.se/student-unions>

EQUAL OPPORTUNITIES

Lund University's activities are based on gender equality and the pursuit of ethnic and social diversity. The equal value of all people is recognised and the University works to combat racism and xenophobia. The activities are conducted in forms that allow each individual to develop on the basis of their personal circumstances regardless of gender, ethnicity, religion or other belief, sexual orientation and/or disability. The University has a zero-tolerance policy against victimisation. Find more information on the LU, Faculty, and ISK websites. See www.sam.lu.se/en/equal-opportunities



Contact

info@isk.lu.se

This email address should be used when you want to contact the department, and is suitable in most cases. Preferably use this address rather than contacting a member of the teaching staff and a programme director.

STUDY ADVISOR/ADMINISTRATOR, BACHELOR'S PROGRAMME

studievagledare@isk.lu.se

Tel. +46 (0) 42-35 65 95

STUDY ADVISOR/ADMINISTRATOR, MASTER'S PROGRAMME

master@isk.lu.se

Tel. +46 (0) 42-35 66 59



**LUNDS
UNIVERSITET**

Swedish web: www.isk.lu.se
International web: www.isk.lu.se/en
www.facebook.com/strategiskkommunikation

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