



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK608 Strategisk kommunikation för mediekreatörer, 7,5
högskolepoäng

Strategic Communication for Media Creators, 7.5 credits

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Faculty of Arts and Humanities 2021-06-08

The course syllabus is valid from spring semester 2022

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2 or Civics A, English B (Field-specific entry requirements 6/A6). At least 22.5 credits within media and communication studies or the equivalent.

Objectives

After completing the course, the student should be able to

- account for communication as a strategic management tool in and for organisations
- use theories and methods for strategic communication work
- discuss the relation between strategic and operational crisis communication, based on theories of relevance to organisational communication
- account for conditions, forms and challenges in production of strategic communication material.

Content

This course introduces theories and methods concerned with organisations' use of strategic communication, and discusses communication models and their significance for organisations as instruments of power and counter-power. Focus lies on the challenges facing the communicator, as regards gender, diversity and sustainable development in relation to social and professional ethical responsibility. The course also includes a project on communication planning for daily activities and for crisis communication work. This project is designed as a template for production of printed matter, videos or web material on strategic work.

Type of Instruction

Teaching is delivered in the form of lectures, seminars, exercises, workshops and supervision.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through written and oral assignments.

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluations are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Falkheimer, J, and Heide, M. (The latest edition). *Strategisk kommunikation - Forskning och praktik*. Lund: Studentlitteratur. 403 p.

Freberg, K. (The latest edition). *Social Media for Strategic Communication Creative Strategies and Research Based Applications*. University of Louisville, USA: SAGE Publications. 336 p.

Heide, M, Simonsson, C. (The latest edition). *Krisen inifrån*. Lund: Studentlitteratur. 281 p.

Academic articles (chosen in consultation with the teacher), ca 200 p.