



Faculty of Arts and Social Science
Media and Communication Studies

Syllabus

Strategic Communication and the Analytical Organisation

Course Code:	MKGA93
Course Title:	Strategic Communication and the Analytical Organisation <i>Strategisk kommunikation och organisationsanalys</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
MKA (Media and Communication Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-06-22, and is valid from the Spring semester 2017 at Karlstad University.

Prerequisites

MKGA02 Introduction to Media and Communication Studies 15 ECTS cr, MKGA03 Text, Communication and Organisation 15 ECTS cr, or equivalent.

Learning Outcomes

Upon completion of the course, students should be able to:

- explain the role of strategic communication and communication planning in relation to a changing media landscape,
- plan and evaluate strategic communication initiatives based on data analyses in organisational and corporate contexts,
- identify and describe the role of digital analysis and planning tools in supporting strategic communication initiatives,
- carry out theoretically and methodologically appropriate analyses for the purpose of facilitating targeted efforts, and
- explain how organisations can link analysis to the strategic goals and processes of organisational learning.

Content

The course deals with strategic communication and communication planning and provides insight into the different phases of communication processes. Students learn how to apply theoretical and methodological tools in the analysis, assessment, performance and evaluation of these processes. The course introduces concepts in organisation theory focusing on the role of data analysis for optimisation processes in organisational settings. The planning and analysis of real and fictive cases of strategic

communication constitute an important part of the teaching and examination of the course. Throughout the course, theoretical and practical components are integrated in discussing different analytical approaches. Instruction is in the form of lectures and seminars, group work and group assignments.

Reading List

See separate document.

Examination

Assessment is on an individual written assignment and a written group assignment, presented and discussed in mandatory seminars.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.