



Faculty of Arts and Social Sciences  
Media and Communication Studies

# Syllabus

## Strategic communication

<b>Course Code:</b>	MKGB23
<b>Course Title:</b>	Strategic communication <i>Strategisk kommunikation</i>
<b>Credits:</b>	30
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

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

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2019-02-12, and is valid from the Autumn semester 2019 at Karlstad University.

### Prerequisites

Admission to the study programme in Public Relations (SGKPR) plus Media and Communication Studies, including 30 ECTS credits completed of the courses MKGA02 Introduction to Media and Communication Studies 15 ECTS credits, MKGA03 Text, Communication and Organisation 15 ECTS credits, and MKGA23 Professional Communication in Theory and Practice 30 ECTS credits, or equivalent

### Learning Outcomes

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

- reflect critically on strategic communication and communication planning in relation to a changed media landscape and on the basis of an organisation and community perspective,
- analyse and evaluate communication efforts and planning tools on the basis of a strategic

communication perspective,

- carry out theoretically and methodologically appropriate analyses for the purpose of facilitating targeted efforts, such as audience analysis, trend analysis, trademark analysis, and performance analysis,
- draw conclusions of the importance of a brand name for strategic communication based on the perspectives and theories of media studies and marketing,
- give an account of critical and societal perspectives on marketing, brand names, and trade marketing,
- explain the mechanisms of internal communication and various channels,
- analyse and evaluate key planning tools for internal communication,
- explain the role of media in public opinion formation,
- analyse and plan various forms of public opinion formation,
- reflect critically on the role of communication in different types of societal and organisational crises, and
- analyse and evaluate the crisis communication management in organisations in relation to news media reports.

## **Content**

The course comprises four modules and provides the theoretical and practical tools necessary to work in public relations and to reflect critically on aspects of strategic communication and communications planning through insights into the phases of the communication process and the application of theoretical and methodological tools to analyse, assess, perform and evaluate communication products and efforts. Real and fictive cases of strategic communication and communication planning constitute an important part of the teaching and examination of the courses. Throughout the course, theoretical and practical components are related to the new media landscape, including the social media as a new arena of internal and external organisational communication.

### **Module 1 Marketing and trademarks 7.5 ECTS cr**

The module deals with marketing aspects and media theoretical and critical perspectives on trademarks. The marketing theoretical perspectives aim to increase students' understanding of the theories, concepts, models and procedures that characterize marketing and strategic branding. This includes knowledge of the analysis components involved, such as trend and audience analysis. The media studies perspective provides opportunity to reflect critically on the significance of trademark for society and individuals with a focus on consumption, identity and the role of the media industry in creating and maintaining trademarks.

### **Module 2 Internal communication 7.5 ECTS cr**

The module provides opportunity to acquire knowledge of organisation theory and communication at the level of the group and the individual, as well as knowledge of internal communication mechanisms and channels in different types of organisations. Internal branding is an important part of the course and students develop their ability to analyse and evaluate primary planning tools for internal communication (such as internal communications policies). Basic theories of common digital tools for internal communication are treated as is its importance for exercising power in organisations.

### **Module 3 Public opinion formation 7.5 ECTS cr**

The module deals with the function of the media in public opinion formation. Theories and models that can be used for analysis as well as for hands-on planning of different types of public opinion efforts are presented. Public opinion formation is viewed as a social process in which various actors (the public, politicians, organisational representatives, journalist, professional communicators) interact. The relationship between opinion formation and democracy is a key theme throughout the module.

### **Module 4 Crisis communication 7.5 ECTS cr**

The module treats theories and practical tools that can be used to understand, analyse and assess crisis communication. Different types of societal and organisational crises are discussed and how organisations and news media relate to different types of crisis. The concepts of crisis and risk are especially studied, for example, in the form of case studies of real crises and role-play. Students also develop abilities to reflect critically on the changed conditions of crisis communication in the digital

landscape.

### **Reading List**

See separate document.

### **Examination**

Module 1: Assessment is based on a written exam, text seminars, and group assignments presented and discussed in mandatory seminars

Module 2: Assessment is based on group assignments presented and discussed in mandatory seminars and an individual written hand-in assignment, also presented orally

Module 3: Assessment is based on a written exam and group work presented and discussed in mandatory seminars

Module 4: Assessment is based on an individual written hand-in assignment, and active participation in a mandatory role-play component and in text seminars

If students have a decision from Karlstad University entitling them to special pedagogical support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course. The grade of Distinction is awarded to students who have earned this grade for at least 16 of the 30 course credits.

### **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.