



Faculty of Arts and Social Sciences

Programme Syllabus

Reg. no. HS 2024/1107

Study Programme in Public Relations

Programme code:	SGKPR
Programme title:	Study Programme in Public Relations <i>Kommunikation och PR</i>
Credits:	180
Programme approval:	The programme syllabus was approved by the Faculty Board of Arts and Social Sciences on 12 September 2024, effective from the autumn semester of 2025.
Language of instruction:	Swedish and English
Education cycle:	First (Bachelor's level)
Degree type:	General
Entry requirements:	General entry requirements, plus Civics 1b or 1a1 + 1a2, and English 6.

General information

The study programme aims to provide basic knowledge and skills in public relations, fostering independent and critical thinking within the field. It seeks to enhance students' abilities to analyse, plan, structure, disseminate and evaluate information and communication within and for organisations

The main field of study is media and communication studies with a special emphasis on strategic communication. The study programme is mainly theoretical, but also offers application opportunities as well as further specialisation through an optional semester to prepare students for a professional career in the field of communication.

The programme adopts a perspective rooted in both social sciences and the humanities. This means that students study information and communication in relation to different societal contexts. Practising written presentation is an essential part of the programme. The content

and approach of the programme integrate sustainability and gender equality, embedding these aspects into the teaching of several of the courses.

Programme outcomes

For programme completion, students must meet the national requirements for a Degree of Bachelor as well as the specific local programme outcomes.

National outcomes

Knowledge and understanding

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and skills

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve a problem autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

Judgement and approach

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments informed by relevant disciplinary, social and ethical aspects
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and undertake ongoing development of his or her skills.

Independent project (degree project)

A requirement for the award of a Degree of Bachelor is completion by the student of an independent project (degree project) for at least 15 credits in the main field of study.

Local outcomes

Knowledge and understanding

For a Degree of Bachelor the student shall

- demonstrate basic and in-depth knowledge of communications planning and strategic communication
- give an account of and draw conclusions about the role of media in society
- give an account of the role of communication for individuals, groups, companies and other organisations
- demonstrate knowledge of project management methodology
- demonstrate knowledge of the ethical aspects of information and communication activities, and
- demonstrate understanding of basic political and cultural contexts from a communication perspective.

Competence and skills

For a Degree of Bachelor the student shall

- demonstrate the ability to give an account of, analyse, plan, carry out and evaluate communication efforts, and
- demonstrate the ability to structure and lead project work.

Judgement and approach

For a Degree of Bachelor the student shall

- demonstrate the ability to critically relate to the media based on the media's role in society, and
- reflect on the theoretical basis of the study programme and its application to a professional situation.

Programme structure

The study programme comprises 180 credits. The sixth semester consists of optional courses, 30 credits. As an example, students can take the course *Internship: media and communication* (30 credits), or study abroad. Upon completion of the programme, students should have at least 90 credits in the main field of study, media and communication studies. The study programme includes six separate but relatively unified semester courses.

Instruction is in the form of lectures, exercises, workshops, case studies and role-playing. The use of various teaching methods allow students to be actively engaged in their own learning process. During the course of the programme, students have the opportunity to interact with potential future employers through guest lectures and other collaborations with companies and organisations on several occasions.

Programme curriculum

Note that the titles and order of programme courses may vary from the list below.

Semester	Public Relations
1	Introduction to media and communication studies (15 credits) Text, communication and organisation (15 credits)
2	Communication work in theory and practice (30 credits)
3	Strategic communication (30 credits)
4	Research methods and independent project (15 credits) Project management and production (15 credits)
5	Media and communication studies III (30 credits)
6	Optional courses (30 credits)

Semester 1

The basics of communication theory are introduced. The semester includes two courses, *Introduction to media and communication studies* (15 credits) and *Text, communication and organisation* (15 credits). In the first course, traditional problem areas in the field are introduced, along with basic theoretical and methodological perspectives on the role of media in society. Media developments of recent decades are also situated in a longer historical context. The second course covers components dealing with basic perspectives on media texts and methods for analysing content, as well as the basics of communication within and between organisations. As a whole, the semester presents a wide range of perspectives on the social, economic, political, legal and cultural conditions and roles of the media.

Semester 2

The course *Communication work in theory and practice* (30 credits) provides students with the theoretical and practical tools necessary to work in public relations, with an emphasis on oral and written presentation, and to adopt a professional approach to the role of a communication officer. The course introduces basic linguistic concepts and verbal communication as a social and societal phenomenon. Different types of written production are addressed to improve students' ability to use readable, nuanced and functional language. Students also practise oral presentations, especially the ability to present material clearly and lucidly and to argue with and without support in writing.

Semester 3

The course *Strategic communication* (30 credits) provides students with basic and deepened knowledge of strategic communication and communications planning. Students learn to carry out theoretically grounded and practically useful analyses of an organisation's internal and external communication. The course presents a broad spectrum of different aspects of strategic communication: trademarks and branding, internal communication, opinion formation and crisis management. The role of the communication officer in an organisation is also addressed.

Semester 4

The term comprises two courses, *Research methods and independent project* (15 credits) and *Project management and production* (15 credits). In the first course, students deepen their knowledge of media and communication studies by studying research methods and carrying out an independent research project in the field. In the second course, students acquire practical knowledge in project work (the dominant mode of approach in the PR sector today), project management and project management methodology. Students also specialise in their own chosen project, producing information material from idea to graphical design in published form. An important element in the course is discussion of the choice of communication channel for publications and how this affects information management.

Semester 5

The course *Media and communication studies III* (30 credits) begins with further studies in communication theory, followed by further specialisation in research methodology and the theory of science. The course is concluded with an degree project, comprising 15 credits, where students practise their ability to complete a independent project applying a scientific approach.

Semester 6

The final semester consists of optional courses comprising 30 credits. This semester offers ample opportunities to study abroad. There is well-developed cooperation with different universities around the world, offering a wide range of courses. There are also many courses at Karlstad University and other higher education institutions in Sweden to choose from. Media and Communication Studies at Karlstad University also offers the course *Internship: media and communication* (30 credits).

Degree title

Degree of Bachelor of Arts

Main field of study: Media and Communication Studies

Credit transfer

According to the Higher Education Ordinance, Chap. 6, Sect. 6–8, students have the right to transfer credits and have prior learning recognised upon approval.

Additional information

The local regulations for first and second cycle education at Karlstad University stipulate the obligations and rights of students and staff.

A previous version of the programme syllabus has been approved:

27 October 2016, Reg.no HS 2016/638, effective from the autumn semester of 2017