



FACULTY OF ARTS AND SOCIAL SCIENCE

Study Programme in Public Relations

Kommunikation och PR

Programme code: SGKPR

ECTS Credits: 180

Education level: First cycle

Degree type: General qualification

Language of instruction: Swedish and English

Finalized by

Faculty Board of Arts and Social Science, 2025-12-11

Valid from

Autumn semester 2026

Entry requirements

General entry requirements, plus either upper secondary level Civics 1b or 1a1 + 1a2, and English 6

or

upper secondary level Civics level 1b or level 1a1+1a2, and English level 2.

Introduction

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 primarily theoretical, but also provides opportunities for practical application as well as further specialisation through a semester consisting of free elective courses 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 presentations 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 free elective 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 allows 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 1

Introduction to media and communication studies (15 credits)
Text, communication and organisation (15 credits)

Semester 2

Communication work in theory and practice (30 credits)

Semester 3

Strategic communication (30 credits)

Semester 4

Research methods and academic essay (15 credits)
Project management and production (15 credits)

Semester 5

Media and communication studies III (30 credits)

Semester 6

Optional courses (30 credits)

Title of qualification

Degree of Bachelor of Arts
Major: 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.

Previous versions of the programme syllabus have been approved:
27 October 2016, Reg. no. HS 2016/638, effective from the autumn semester of 2017

12 September 2024, Reg. no. HS 2024/1107, effective from the autumn semester of 2025