

Profile course: Communication Strategy and Management

Title	Profile course: Communication Strategy and Management
Semester	F2023
Master programme in	Media and Communication
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	Registration is through stads selvbetjening within the announced registration period, as you can see on the Studyadministration homepage. When registering for study activities, please be aware of the potential conflicts between study activities or exam dates. The planning of activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.
Number of participants	
ECTS	10
Responsible for the activity	Prins Marcus Valiant Lantz (pmvl@ruc.dk)
Head of study	Chris Peters (cpeters@ruc.dk)
Teachers	
Study administration	IKH Registration & Exams (ikh-exams@ruc.dk)
Exam code(s)	U60313

ACADEMIC CONTENT

Overall objective	The course Communication Strategy and Management focuses on how organizations strategically manage their internal and external communication. The aim of the course is to enable students to identify the opportunities and challenges associated with the management of
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strategic communication in specific organizational contexts. During the course, students are introduced to key theories, models and concepts within corporate communication, brand management, marketing, and organizational culture. The purpose of the course is to enable students to understand, reflect upon and analyse the strategic communication and communicative challenges of organizations and other actors, identify the roles and commitment of stakeholders, and recommend strategic communication initiatives.

The course prepares and supports the project work in the 2nd semester.

Detailed description of content

Course material and Reading list

Overall plan and expected work effort

The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows:

- Course teaching: 48 hours
- Preparation: 108 hours
- Exam: 60 hours
- Exam preparation: 20 hours
- Other activities: 34 hours (semester start, literature search, etc.)

Format

In principle, teaching activities take place on campus. The teaching can be arranged so that one or more activities take place elsewhere than at Roskilde University. This can also be online.

Evaluation and feedback

Programme

ASSESSMENT

Overall learning outcomes

At the end of the course, the student is able to:

- Demonstrate research-based knowledge and understanding of theoretical perspectives and methodological approaches that can help to understand the conditions for organizations' management of strategic communication, including stakeholder typologies and theories
- Understand and discuss the complex problems and challenges associated with the planning, implementation, and assessment of strategic communication in an ever-changing and global media landscape
- Select and use relevant theoretical and methodological approaches to analyse the management of strategic communication in organizations
- Detect communication problems, identify stakeholders, and describe the nature, intensity, and scope of the problems, as well as explain the causes of these issues and identify possible communicative solutions.

	Critically reflect on key theoretical frameworks and concepts introduced in the course, and be able to communicate this in a manner that is academically accurate and clear.
Form of examination	Individual written take-home assignment. The character limit of the assignment is: 28,800-36.000 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The duration of the take-home assignment is 10 days and may include weekends and public holidays. The assignment must document that the student possesses a confident mastery of written English, including grammar and linguistic correctness. Assessment: 7-point grading scale.
Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	The exam is an individual, written assignment in response to one or more question(s) assigned by the course instructor. The assignment will be handed out during the last part of the course. The assignment must meet all formal requirements. Emphasis in its assessment is placed on the extent to which the student can: - Select, account for, and apply relevant theories, concepts, and models to identify, analyse, and evaluate specific organizations' strategic communication and management in relation to its targeted stakeholders. - Analytically and critically reflect upon the chosen theories, concepts, and models. - Outline and explain different approaches or perspectives on how to address problems around corporate communication, and how these relate to each other. - Formulate the exam in a professionally precise and clear manner that demonstrates mastery of academic standards for written presentations.
Exam code(s)	Exam code(s) : U60313

Course days:

Hold: 1

Communication Strategy and Management (MAC)

time	02-02-2023 12:15 til 02-02-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	46.3-042 - teorirum 46.3 (90)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	07-02-2023 12:15 til 07-02-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	09-02-2023 08:15 til 09-02-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	14-02-2023 12:15 til 14-02-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	16-02-2023 08:15 til 16-02-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	21-02-2023 12:15 til 21-02-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	23-02-2023 08:15 til 23-02-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	42.2-37 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	28-02-2023 12:15 til 28-02-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.3-25 - undervisningslokale (50)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	07-03-2023 12:15 til 07-03-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	14-03-2023 12:15 til 14-03-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	21-03-2023 12:15 til 21-03-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time	23-03-2023 12:15 til 23-03-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.3-25 - undervisningslokale (50)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management - Exam (MAC)

time 24-03-2023 10:00 til
04-04-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

Communication Strategy and Management - Rexam (MAC)

time 01-08-2023 10:00 til
11-08-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt