

Profile course: Communication Strategy and Management

Title	Profile course: Communication Strategy and Management
Semester	F2024
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

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through [STADS Online Student Service](#)

Registration

When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, 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 David Mathieu (mathieu@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 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

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

Overall plan and expected work effort

- 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

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

Overall
learning
outcomes

- 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

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.

Form of
examination

The duration of the take-home assignment is 7 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

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 online on the first day of the exam period.

The assignment must meet all formal requirements. Emphasis in its assessment is placed on the extent to which the student can:

Examination
and
assessment
criteria

- 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 01-02-2024 12:15 til
01-02-2024 16:00

location 41.1-14 - biograf 41.1 (152)

Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 06-02-2024 10:15 til
06-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 08-02-2024 10:15 til
08-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 13-02-2024 10:15 til
13-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 15-02-2024 10:15 til
15-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 20-02-2024 10:15 til
20-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 22-02-2024 10:15 til
22-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 27-02-2024 10:15 til
27-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 28-02-2024 10:15 til
28-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 29-02-2024 10:15 til
29-02-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 05-03-2024 10:15 til
05-03-2024 14:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management (MAC)

time 12-03-2024 08:15 til
12-03-2024 12:00
location 02.1-031 - geofagsal 02 (70)
Teacher Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Communication Strategy and Management - Exam (MAC)

time 20-03-2024 10:00 til
27-03-2024 10:00
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forberedelsesnorm D-VIP ikke valgt

Communication Strategy and Management - Reexam (MAC)

time 01-08-2024 10:00 til
08-08-2024 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt