

COURSE DETAIL

STRATEGIC COMMUNICATION: CONTEMPORARY PUBLIC RELATIONS

Country

Sweden

Host Institution

Lund University

Program(s)

Lund University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC COMMUNICATION: CONTEMPORARY PUBLIC RELATIONS

UCEAP Transcript Title

CONTMP PUBLIC REL

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course develops an appreciation of both theoretical and practical conceptions of public relations. Although examples are drawn primarily from Swedish, UK, and US experience, students are invited to consider public relations in a broader transnational and global context. Emphasis is placed on understanding the changing nature of the discipline, including those driven by the increasing importance of digital platforms and channels. The course develops the student's ability to consider public relations as a strategic activity and builds familiarity with the public relations toolkit. The range of tactical devices employed for delivering organizational messages and engaging with a range of stakeholder groups. This includes developing techniques for measuring and evaluating the effectiveness of such activity. As well as critically examining the reality of what is sometimes described as the "professional project" students are encouraged to consider ethical issues surrounding public relations activity, including power imbalances and tensions around truth, persuasion, authenticity, transparency and legitimacy.

Language(s) of Instruction

English

Host Institution Course Number

SKOC30

Host Institution Course Title

STRATEGIC COMMUNICATION: CONTEMPORARY PUBLIC RELATIONS

Host Institution Course Details

<https://kursplaner.lu.se/pdf/kurs/en/SKOC30>

Host Institution Campus

Lund

Host Institution Faculty

Social Sciences

Host Institution Degree
Host Institution Department
Course Last Reviewed 2025-2026

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