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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